

# shipping MANAGEMENT

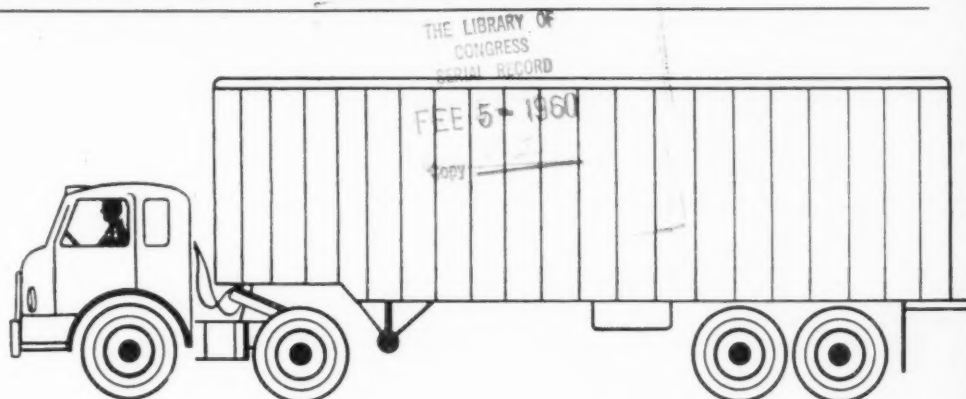
DECEMBER, 1959



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WRITTEN FOR THE SHIPPER AND INDUSTRIAL TRAFFIC MANAGER

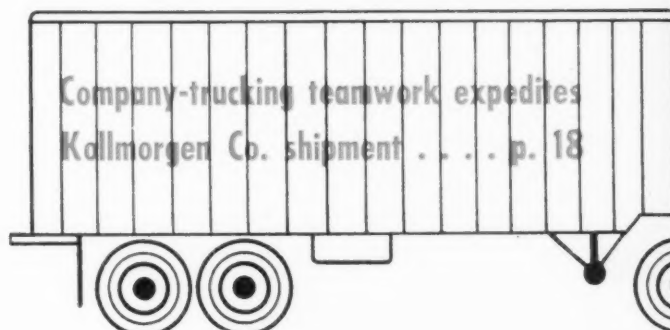


Make management aware of  
your traffic activities . . . p. 8

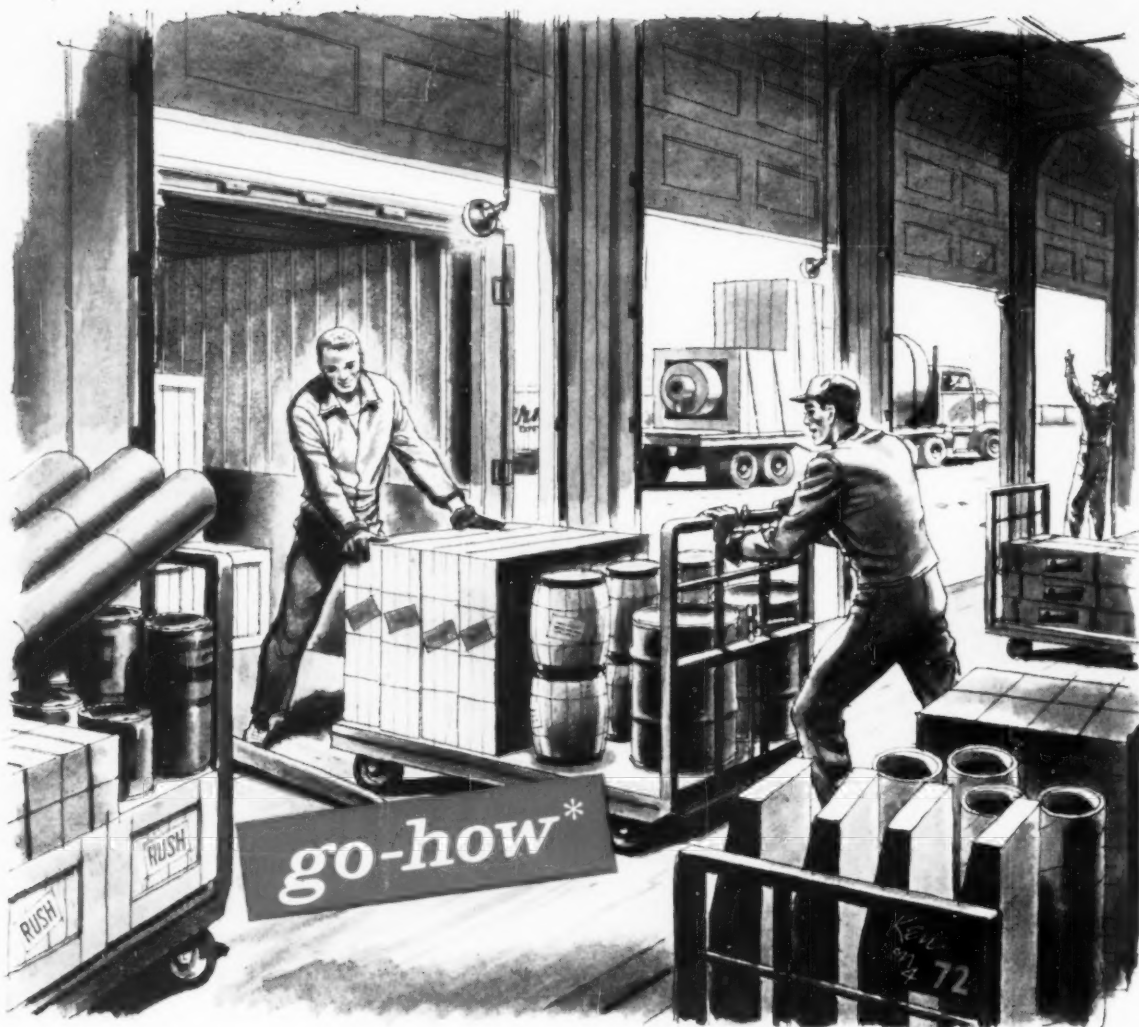
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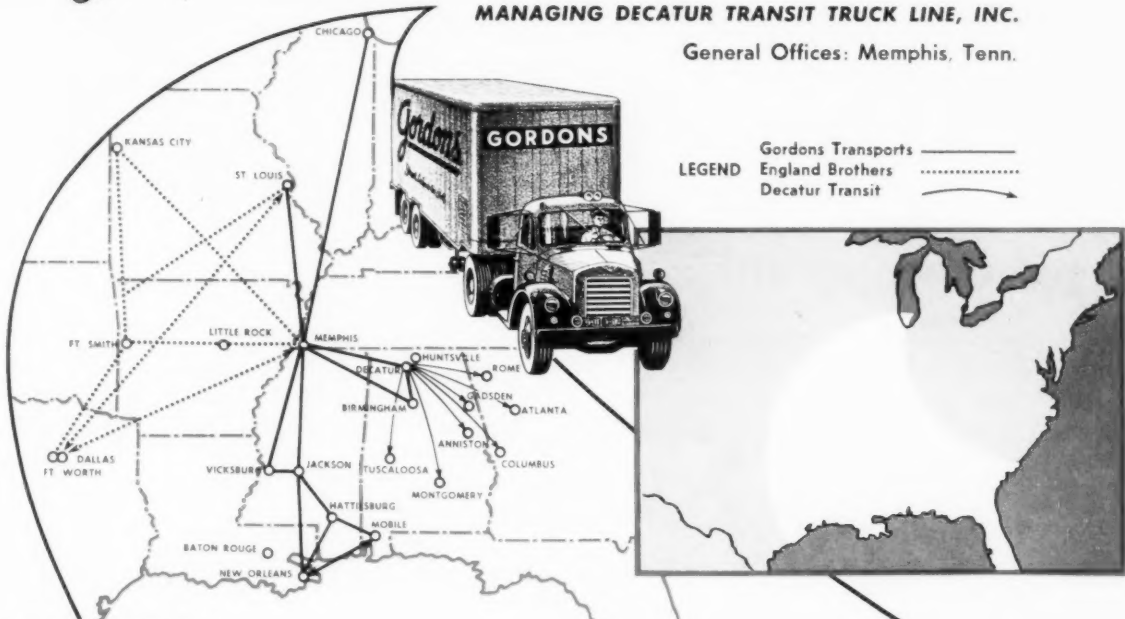
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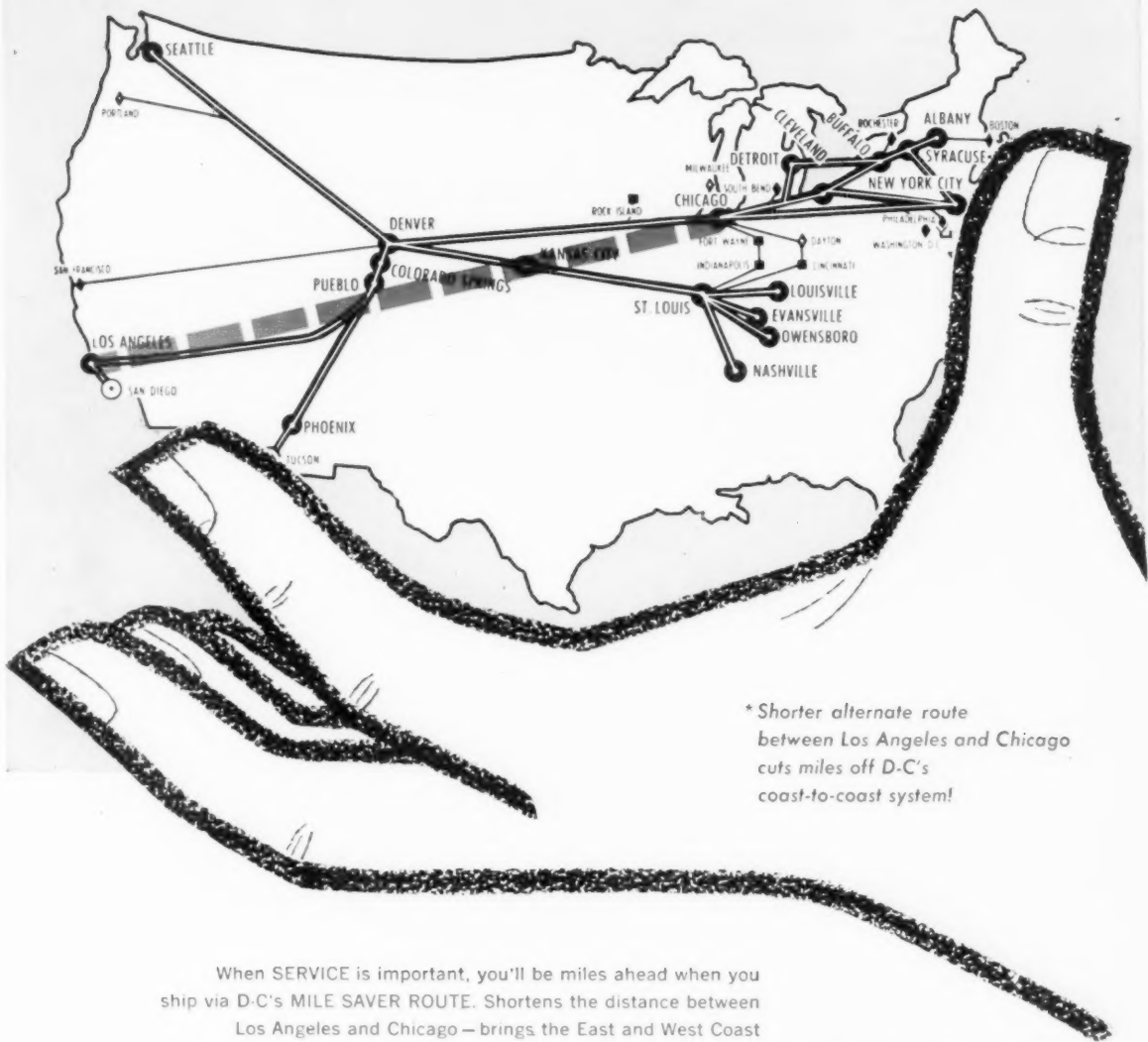
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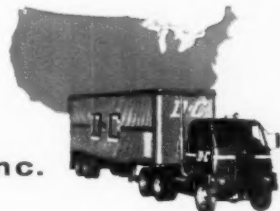
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December, 1959





December, 1959 Vol. 24, No. 13

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1959 has been a year of solid achievement for all segments of traffic and transportation. Here's a rundown of some of the year's most outstanding developments in motor freight, air cargo and traffic.

### Make top management aware of YOUR traffic activities

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Seeking more recognition? Want to lift your company status? Then acquaint the top brass at your firm with the scope and importance of your traffic operation. How? Here are some highly-effective techniques suggested by D. J. Hickey, TM at the Chemagro Corp.

### How to slash your distribution costs by 60%—They're doing it at Levy-Ward

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### How new airfreighters will cut sky cargo costs

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### What a national association of shipper-motor carrier conferences will mean to you

45

A long-time dream of the trucking industry, the establishment of a national association of shipper-motor carrier conferences has at last moved from the talking into the action stage. Here's how the formation of a national organization would benefit highway shippers everywhere.

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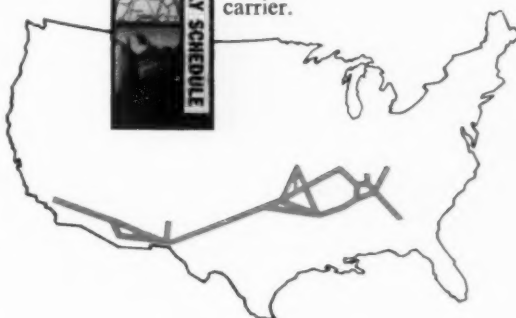
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December, 1959



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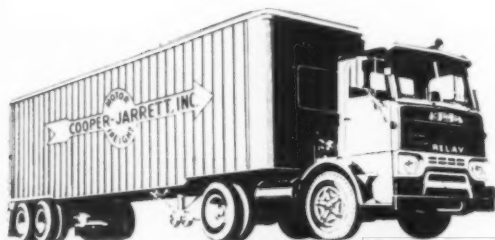
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combined with



## 1959 – A backward look

Any way you look at it, 1959 was a good year for traffic and transportation.

It was a year in which highway and air transportation took some enormous strides forward; a year the St. Lawrence Seaway – despite some initial difficulties – moved ahead; a year of growth for the concepts of centralized distribution, containerization and coordinated transportation.

'59 will go down in history as the year piggyback and fishyback gained a really secure foothold in transportation. It will be remembered as the year that double-bottom motor freight moved into high gear and a long-standing dream of the trucking industry – the establishment of a national association of shipper-motor carrier conferences – emerged from the talk into the active stage.

For the air freight carrier and shipper, '59 was a year of challenge. Both took some major strides forward toward meeting this challenge by evolving new freight handling techniques and improving on-the-ground transport. Result? Faster, more efficient deliveries via air cargo than ever before.

In a development comparable to the maritime industry's history-making shift from sail to steam, the *NS Savannah* – world's first nuclear-powered ship – slid down the ways in '59, paving the way for a new era in ocean shipping.

Changes in traffic management and distribution during '59 likewise will have their effect on the future of the field. The year saw the role of the TM broadened to encompass a variety of new functions. It saw his status continue to rise and his importance to his company grow.

All in all, '59 was an enormously exciting year – a year of tremendous progress for all segments of traffic and transportation.

May '60 be every bit as productive as its predecessor proved to be!

**Publisher**



## Make top management aware of your



**D. J. HICKEY**  
Traffic Mgr.  
Chemagro Co.

● How well informed about your traffic-transportation activities are the "top brass" at your firm? Are they awake, for example, to what steps you have taken recently to slash distribution costs? Do they recognize the problems confronting your department and are they cooperative in helping you overcome these problems?

If they're not—if your pipeline to top management has a kink in it—you may be muffing one of your most important assignments as a traffic manager.

"A prime responsibility of the traffic manager today is to keep management aware of the widening functions of the traffic department," says D. J. Hickey, TM at the Chemagro Corporation.

"Only in recent years has industrial traffic management earned a position of relative importance in the organizational structure of business enterprises. This recognition was certainly earned by TMs, who, in many instances, were educated by the trial and error process and by acquiring the experience of years.

"We are presently indebted to these men of the past, for they laid the foundation for the enlightenment of management regarding the innumerable functions of a traffic department having a direct bearing on the successful operation of a company. Today, with our rapidly moving economy, the TMs opportunities for enlightening management further are even greater."

### traffic now semi-technical

Continues Mr. Hickey, who has analyzed the problem of management-traffic communication painstakingly and recently won an ATC Award of Merit for his report on this vital area of traffic management: "It is to our good fortune that the traffic field has grown into a semi-technical and near professional status. But with this upped standing comes the difficult problem of communication—a problem common to all technical fields."

The traffic manager, Mr. Hickey emphasizes, is no longer able to pick up the art of "getting through" to those outside traffic-transportation through trial and error. He just doesn't have the time. He will have to develop—and develop quickly—a method of explaining his traffic activities to persons unfamiliar with the field, especially his top company executives.

How can the traffic manager com-

municate more effectively with top management?

"Basically, this task is a simple one if it is attacked from the right angle," reports the Chemagro Corporation's TM. "Effective communication is achieved only by complete understanding on the part of the party receiving information.

"It is the traffic manager's duty to make certain that his reports to management are presented in a clear, concise manner that will be understood easily. Whenever possible, unfamiliar words and phrases should not appear in any report to persons outside the traffic field. The traffic department, acting in a cooperative capacity with other departments within a company, will attain greater recognition by making simple but specific statements, with the other fellow's point of view in mind.

"Remember, we may know the reason why one of our products enjoys an exception rating in Trunk Line territory, but not in Southern territory. But the fellow in the Market Research Department may have no idea whatsoever as to why the rates in New Jersey and Pennsylvania are proportionately lower than those in Georgia.

"His questions can and must be answered in terms he understands. This will earn more respect for the traffic manager and his department."

What else can the TM do to keep his "top brass" abreast of develop-



## traffic activities

ments in his unit? Declares Mr. Hickey: "To keep management aware of the profitable functions of the traffic department, we must submit periodic reports showing where and how we saved money."

"To state that our rates are now on the same level as those of our competitors is not enough. Management's point of view is not being considered. Dollars and cents that were actually saved will be far more effective and easily understood."

"Take one or two particular movements where you were especially successful in establishing a lower rate and point out what it cost last month or last year versus what it will cost now. That's the way to impress company executives. The familiar saying that 'money talks' is of particular validity when you deal with management. For two of top management's primary concerns are money earned and money saved."

### hard to pinpoint savings

Many traffic department functions, however, are preventive activities and it is difficult to pinpoint actual money that was saved by performing these duties. What then?

Responsibilities of this type, Mr. Hickey points out, can be brought to management's attention by drawing up a list of predetermined traffic department objectives.

"A chart of this type could inform management of the activities of your

personnel, as well as underscore your preventive functions. These predetermined objectives could include:

- 1) Maintaining a steady flow of inbound and outbound traffic.
- 2) Improving methods of distribution.
- 3) Furnishing most advantageous purchasing areas from a traffic standpoint.

"Management must be made aware of these predetermined objectives which, in reality, are traffic-transport problems. The means and functions involved in accomplishing these objectives—or the solution of these problems—will serve to publicize traffic department activities."

Concludes Mr. Hickey: "Understanding and appreciation by top management of today's traffic function is a 'must' if traffic management is to continue to rise in the organizational structure of business."

"To keep it climbing, we've got our work cut out for us. All too many concerns still regard traffic as a necessary evil, simply because they've never been apprised of its true value."

"Getting through to top management and making it aware of what traffic is accomplishing, consequently, is a major assignment of today's TM. Depending upon the success with which he goes about the task may well depend his status and the operating area assigned him in his company."

### want more recognition? add to your traffic assignment

The traffic manager must take on new duties "beyond the traditional traffic functions" usually associated with him, if he is to achieve greater recognition from top management. This was the opinion expressed recently by traffic-transportation educator Alex E. Berendt.

"Like most other crafts," Mr. Berendt pointed out, "traffic management is going through the transition from the status of a trade toward that of a profession. Like those other crafts, it has built an accumulation of wisdom out of the trials and errors of its early practitioners."

The trend, according to Mr. Berendt, is decidedly toward improved status for the nation's industrial TMs. By the same token, he emphasized, "top management in industry is going to expect a traffic executive to perform functions beyond the traditional traffic duties, as we have come to know them."

Like the U.S., Canada today has an acute shortage of trained traffic & transportation personnel. As a matter of fact, the problem is so serious in the Dominion that it was one of the main topics discussed at the recent first annual general meeting of the Canadian Institute of Traffic and Transportation.

**from**  
**the SEA**  
**to the**  
**SEAWAY**  
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**ALL THE**  
**WAY**

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10

## INTIMATE

# notes

## ...OF EMINENT PEOPLE

By CURTIS C. STEWART

THE END OF THE YEAR—'59 is upon us, a splendid year for the CARRIERS, the SHIPPERS, etc. We are fearful, but hopeful, the current steel strike won't cause a dip first quarter '60 . . . Tribute is now paid to our ALLIED INDUSTRY friends for the top flight hospitality rooms at the recent ATA Convention, it's a tribute to the industry . . . VOLKMANN (A. G.) appointed Sales Manager, SERVICE TRANSFER AND STORAGE, INC., hdq. Chicago . . . CONSOLIDATED FREIGHTWAYS, INC. slips 1½ Million Dollars worth of trailer equipment (BROWN's) into their fleet, and that definitely is proof of CONSOLIDATED's faith in the growth and future of MOTOR TRANSPORTATION . . . LAMB (JOSEPH E.) picks up prexyship LAKEWOOD TRAFFIC ASSOCIATION, Lakewood, New Jersey . . . and now a note to the COMMON CARRIERS serving the Chicago area, development of the NATIONAL TRUCK DEPOT, the nation's largest (1800 doors) is rapidly becoming a reality. It warrants your closest study . . . KRUPINSKY (MICKY) P.I.E. exec becomes Chairman, Traffic Safety Committee, OMAHA SAFETY COUNCIL . . . THE TRAFFIC CLUB OF NEW YORK have taken new quarters, Grand Central Terminal Building, Carriers, Shippers exec et al, drop in on them . . . BERGER (A. H.) assumes duties Terminal Manager, INTERSTATE MOTOR FREIGHT SYSTEM, hdq. Boston . . . O'BRIEN (F. L.) elevated to Operations Vice President, GENERAL EXPRESSWAYS, hdq. Chicago . . . BANNISTER (COL. RAY K.) named Comptroller of the TRANSPORTATION CORPS, hdq. Washington, his responsibilities, budgeting and accounting for the expenditure of 750 Million Dollars in transportation for our Government . . . RADASKY (ALBERT G.) appointed Secretary CONTINENTAL LINES, hdq. Pittsburgh . . . COBURN (HUGH W.) YELLOW TRANSIT FREIGHT LINES exec has been named "Man of the Year" by the CONQUISTADORES.

This all means that he is just one fine guy, (which we knew all along) but apparently didn't realize or appreciate his ability as a drink mixer and camp fire builder . . . SAYWARD (PARKMAN) CONSOLIDATED FREIGHTWAYS' "Man in Motion" looks in on midwest via jet then saunters on to east coast . . . ROWITZER (RAY) named Eastern Sales Manager, HIGHWAY TRAILER COMPANY, hdq. New York . . . HAUSER (CHARLES S.) joins Sales Staff, MC LEAN TRUCKING COMPANY, hdq. Charlotte . . . SMITH (R. R.) picks up chairmanship, REGULAR COMMON CARRIERS CONFERENCE . . . BARNARD (WILLIAM E.) appointed General Manager, DELAWARE MOTOR TRANSPORT ASSOCIATION, hdq. Dover . . . BURNS (WILLIAM J.) named Managing Director, MUNITION CARRIERS CONFERENCE, ATA, hdq. Washington . . . HARRELD (JAMES) appointed District Sales Manager WATSON BROS. TRANSPORTATION CO., INC., hdq. St. Louis . . . FLANAGAN (EDWARD A.) named Eastern Sales Representative CAMPBELL "66", hdq. New York . . . BAHR (JOHN F.) named General Traffic Manager, TRIANGLE CONDUIT AND CABLE COMPANY, hdq. New Brunswick, New Jersey . . . RAHILLY (L. D.) INTERSTATE MOTOR FREIGHT prexy, Grand Rapids, Michigan. He has the "upper peninsula" in hand . . . FRANTZ (WELBY) ATA's fast-moving, newly elected president. He travelled 85,000 miles in '59. He will do better in '60, in all ways, every way . . . Confidence in motor transportation and it's future. Note, please, the Allied Industry and its leaders who slipped a quarter of a million bux into ATA foundation . . . CREEDLE (ALAN L.) joins Sales Staff ATLANTIC STATES MOTOR LINES, hdq. Richmond, Va. . . and now the heartiest Season's Greetings to the readership of this publication and the advertisers who make it possible for the nation's shipping execs.

Shipping Management — National Hi-Way Shipper





## NEWS you can use

### top-notch storage racks lift warehousing at S. Kann Sons

A spanking new warehouse deserves the very latest in storage equipment. That's why the S. Kann Sons Company's recently completed 242,000-square-foot West Hyattsville (Md.) unit has been endowed with an up-to-the-minute rack installation.

Built to service the department store's main building in Washington, as well as its Arlington (Va.) branch, the facility features a storage system revolving around adjustable framing for double and triple tiered racks. Used in the warehousing of furniture, rugs, mattresses and various palletized items, the system is a simple—yet highly effective—one.



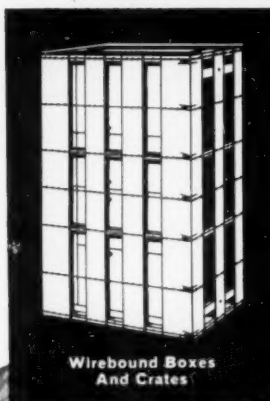
Basically, it consists of a metal channel with a continuous open slot down the middle of one side; a special spring-held clamping unit; and a variety of framing and attachment fittings. The warehouse's racks were erected simply by fastening channels at right angles, as desired. No precise layout, drilling of holes, or other special construction procedures were needed.

At present, some 50,000-square-feet of rack space is provided by 100,000 linear feet of framing. Stored in this rack space is about 20% of the stock kept in the warehouse. The balance is stored in bins, on shelves, or in stockpiles on the floor.

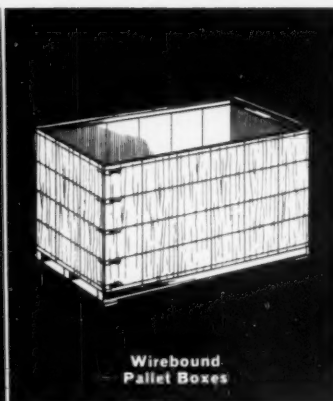
Under S. Kann Sons' arrangement, the most accessible storage areas are reserved for "currently used" inventory. Peak or overflow inventory items are assigned higher, harder-to-reach spaces. For example, where pallet or stock racks are three tiers high, the first two represent current inventory.

Result? A top-notch warehousing operation and drastically reduced storage and handling costs.

December, 1959



Wirebound Boxes  
And Crates



Wirebound  
Pallet Boxes

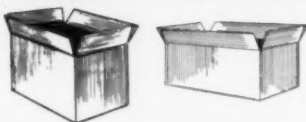


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Kramer Bros. Freight Co. of Detroit, Michigan, recently purchased 30 new 35' Fruehauf Volume★Vans with smooth aluminum exteriors. Kramer states: "The simplicity of the new Fruehauf design has greatly reduced our Trailer maintenance costs. We benefit from the high capacity of these units, and are very conscious of their high trade-in value." Nearly 500 of Kramer's Trailers are Fruehaufs.



## OPERATORS PROFIT WITH NEW, FULLY INTERCHANGEABLE FRUEHAUF VOLUME★VANS!

*You Get Weight Savings, Dollar Savings, and The Exact Combination of Steel and Aluminum Components Desired*

THE FIRST *fully* interchangeable steel and aluminum Volume★Van line has been introduced by Fruehauf—and already enthusiastically accepted by professional haulers from coast to coast.

The big advantages to you of this new, interchangeable line are its versatility and simplicity of design and the reduced production and parts inventory costs which are passed on to you in the form of more Trailer per dollar. In accordance with your weight and strength needs, you can choose between aluminum or steel exteriors, crossmembers, side posts, door facings, and roof bows—at minimum difference in price, and with *no* loss in delivery time.

In addition, other revolutionary new features of the '59 Volume★Van include an exclusive, leakproof one-piece aluminum roof, low silhouette coupler, a uniform suspension rail design for leaf spring, air ride, wide-spread, or adjustable underconstructions, and extremely light weight and high capacity even in all-steel units.

Don't let your hauling profits fall behind! See the new '59 Volume★Van at your Fruehauf Branch now.



*For Forty-Five Years—More  
Fruehauf Trailers On The  
Road Than Any Other Make!*

CHECK NO. 9 ON HELP-O-GRAM CARD

12

World's Largest Builder of Truck-Trailers

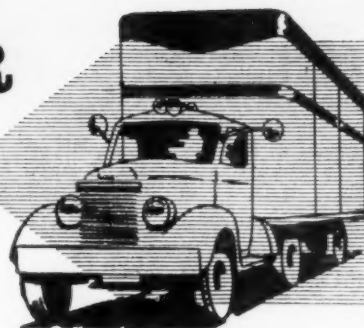
**FRUEHAUF TRAILER COMPANY**

10940 Harper Avenue

• Detroit 32, Michigan

Shipping Management — National Hi-Way Shipper

# VIA MOTOR CARRIER



Brady Motorfrate is on the move! The carrier recently shifted its terminals in Dayton and Chicago to new locations; pushed ahead with the construction of a new terminal in Indianapolis; began expanding its Des Moines facility; and moved its GHQ in Des Moines to larger quarters.

Brady's Des Moines GHQ is now located at 6th Avenue and University; its Dayton terminal at 1535 Stanley Avenue; and its Chicago unit at 4043 West 52nd Place.

The carrier's Indianapolis blueprint, meanwhile, calls for the construction of a terminal equipped with a 115' dock and a 32' X 60' shop.

First the New York State Thruway, now the Kansas Turnpike! Double-bottom motor freight is expanding by leaps and bounds.

The latest development is the inauguration, by the Yellow Transit Freight Line, of double-bottom service on the Kansas Turnpike. Points linked: Kansas City and Wichita.

The Yellow Transit operation is being conducted under a special three-month test procedure authorized by the Kansas Turnpike Authority.

Attention, Mr. TM! North American Van Lines has announced the establishment of an annual award to be presented to the nation's outstanding traffic managers.

Nominations are currently being solicited through all chapters of Delta Nu Alpha and traffic-transportation clubs around the country. The winners of awards will be selected by an independent board of judges comprised of transport experts from industry, the trade press and educational institutions.

In addition to the naming of a "TM of the year," the judges will select 10 other traffic managers as recipients of certificates of notable achievement. The award and certificates will be presented to the TMs winning them at a dinner in New York, late next February.

Deadline for entries: December 31, 1959.

A brochure outlining the award program lists the following criteria upon which nominations will be judged. The nominee should:

1. Be an individual who is currently active in the field of traffic for a commer-

cial or industrial (non-carrier) firm.

2. Be an individual who has contributed to the development of new and higher standards of traffic management through education.

3. Be an individual who has furthered the acceptance of the TM's role as an important arm of top management.

4. Be an individual who has broadened the horizon of traffic management through the development of new concepts.

5. Be an individual who has made a substantial contribution to the financial success of his firm, either through the development of new techniques in traffic management or through the use of unusual cost-cutting procedures.

6. Be an individual who has written articles, papers or books, or carried on research contributing to the entire field of traffic management.

For your memo pad: The Ryder System has changed the name of the Great Southern Trucking Company and TSC Motor Freight Lines to Ryder Truck Lines. Despite the change, the carriers will continue as separate operations of the Ryder System, serving shippers in 10 states from Texas to Virginia. . . . Our apologies to Watson Bros. Transportation. In the October issue of Shipping Management-National Hi-Way Shipper, the address of the carrier's GHQ was listed incorrectly. Correct address: 1910 Harney Street, Omaha, Nebraska.

Now available from the American Trucking Associations: the Digest of Proceedings of the 1959 Spring Meeting of the ATA's Customer Relations Council. Copies may be secured from the CRC at 1424 Sixteenth Street NW, Washington 6, D.C. Price for CRC members is \$2; for non-members, \$3.

Expansion is in the air at the Strickland Transportation Company.

The carrier recently took delivery of 182 International trucks. Cost: \$1.5 million.

The new vehicles will be used throughout the Strickland system. Area covered by the carrier: from Texas to New York. Key cities served: Little Rock, Memphis, St. Louis, Cleveland and Philadelphia.

Problem: safeguarding expensive, extremely delicate electronic components, traveling via motor carrier. IBM's solution: inflatable dunnage.

Easy to handle and affording maximum in transit protection, inflatable cushions have been utilized for more than a year by IBM. Result? A sharp decline in highway shipping damage to the company's highly vulnerable data processing equipment.

Briefly, here's how the IBM system works. The company follows four steps in using its 4x5 dunnage units. First, its outbound electronic devices are placed in the center of the trailer. Then the dunnage units are partially inflated for easier handling and placed in the voids between the electronic components and the trailer wall. They are further inflated, to about 1 psi, and the electronic devices are ready to travel—safely protected against in transit swaying and shifting or potentially damaging jolts and jars.

Out to lift its service on LTL shipments to a new level of efficiency, Associated Truck Lines has just opened two streamlined terminals. Location: Grand Rapids (Mich.) (see photo below) and Chicago.

ATL's Grand Rapids facility has 61 loading doors, in a 70' X 312' area. It is also equipped with a 652' towveyor system. Capacity of the installation? 55 carts.

The carrier's Chicago center is even bigger. It consists of a 275' X 80'—132' X 135' terminal area; has 82 loading doors; and relies heavily on a 926' towveyor system handling 77 carts.

Says a spokesman for the carrier: "Associated has spent well over \$4 million on its long-range terminal program over the past eight years. Our modern terminals at Detroit, Kalamazoo, Flint, Chicago and Grand Rapids show that we mean business in the Michigan-Ohio-Indiana-Illinois area.

"As a truck line, we are committed to fast, safe, efficient service on LTL freight. The construction of our Grand Rapids and Chicago terminals is our answer to the service demands of the shipping public that we continue improving our facilities and plan for a successful future."

The U.S. may trail in missile developments. But it's way out in front of the U.S.S.R. in transportation.

So says K. H. Tuggle, chairman of the Interstate Commerce Commission. In an address before the recent annual convention of the ATA (reported in depth in last month's issue of Shipping Management-National Hi-Way Shipper) Mr. Tuggle emphasized that "it would take the U.S.S.R. at least a century to equal this country's progress in transportation of the past 25 years."

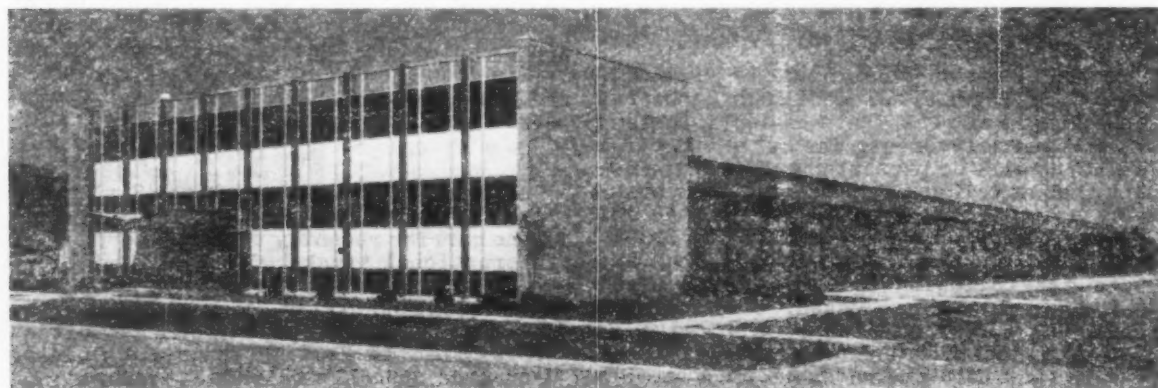
Labeling the trucking industry a keystone of U.S. transportation today, Mr. Tuggle declared: "No other country in the world offers its manufacturers and distributors a more comprehensive and efficient transportation service than the U.S."

"In my opinion, the Communist countries—particularly Russia—would have to embark on a 100-year-plan devoted exclusively to transportation to accomplish what we, in this country, have achieved in 25 years through competitive evolution."

Developed in conjunction with the National Freight Claims Council of the ATA, a program sparked by the Proper Marking Association has set its sights on more efficient marking-for-shipment. The FMA—a non-profit group—will provide industry with data designed to help it erase costly marking errors and boost its shipping efficiency.

Mack Trucks is building a new truck sales and service center in Providence. Location: West River Industrial Park. Expected completion date: next March . . . Gateway Transportation has added 81 new Highway trailers to its growing motor freight fleet.

Pacific Intermountain Express is currently testing a 105-foot-long double-bottom vehicle on the Kansas Turnpike. Gross weight capacity of the combination unit: a whopping 130,000 pounds. (New York & Massachusetts double-bottom limits, at the moment, are 98 feet and 127,400 pounds.)





We are deeply gratified that our Christmas Observation Program so clearly reflects the attitudes of the men and women of the transportation community. For we, like you, are firm in our conviction that the true interpretation of the spirit of Christmas can be made only in terms of human values.

season's greetings from the men and women of **SPECTOR**

SPECTOR FREIGHT SYSTEM, Inc. Chicago 8



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# How to slash your distribution costs by 60%

**They're doing it at Levy-Ward**

● A sweeping shipping-receiving-order picking modernization program has slashed the Levy-Ward Grocery Company's distribution costs by a staggering 60%. What's more, it has upped the tempo of the South Bend (Ind.) firm's whole operation and enabled it to service its customers more efficiently than ever before.

Under Levy-Ward's former setup, two-wheeled hand trucks, four-wheeled flats and two elevators and spiral chutes were the key handling components utilized at the concern's three-story distribution center. Result? A slow-poke, expensive operation, which prevented Levy-Ward's customers from retailing their groceries competitively with neighborhood chain stores.

A change was needed. And Levy-Ward decided to make it a big one. Over 1,000 feet of gravity conveyor—including curves, spurs and Y switches—were installed at the warehouse, along with seven powered belt conveyors and 21 line booster units.

Determined to employ its new equipment to best advantage, Levy-Ward next revamped its shipping, receiving and order picking procedures from top to bottom.

Today, inbound merchandise is unloaded from highway vehicles onto portable gravity conveyor sections. These sections are linked directly to the warehouse's permanent installation. Cases move along the conveyor lines and flow between floors on powered belt units to their designated storage points. A key switch panel on the main floor of the warehouse directs incoming merchandise to any point in the building.

Order picking is just as up-to-date. Order pickers on each floor select individual items going into a given order, mark goods by order number and place them on the conveyor line. The line then hauls them to an assembly point on the first floor.

Here, the individual sections of the

order are consolidated. After a careful check, they proceed along a portable aluminum gravity conveyor into a waiting truck and are on their way post-haste.

In addition to flooring distribution costs at Levy-Ward, the company's updated procedures and equipment have bestowed three other vital benefits on the wholesale grocery. The efficiency of the Levy-Ward system has all but eliminated overtime, since

handling crews can now complete their work in an eight hour day. Shipping errors, moreover, have also been virtually eliminated. And outbound orders are moving with a new dispatch.

Says Melvin Levy, Levy-Ward's general manager: "Our modernized operation has given this company and its retailers competitive status. It has enabled us to increase our business to its present profitable level."

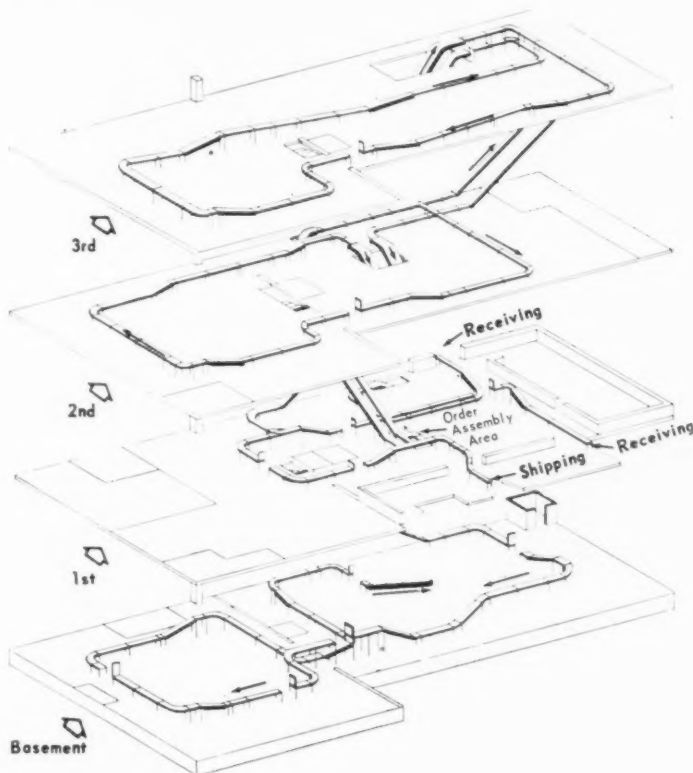


Diagram of the Levy-Ward Grocery Co.'s efficiency-building conveyor system.

## Company-trucking teamwork expedites Kollmorgen shipment

### Delicate 50-foot-long submarine periscope reaches destination safely

● Take a complex submarine periscope, 50 feet long and weighing in at over a ton. Decide to transport that periscope over-the-highway from Northampton (Mass.) to a naval shipyard on the East Coast. Then throw in a whole host of other factors, including state vehicle length and weight requirements.

#### a Grade-A shipping puzzler

What do you come up with? A Grade-A shipping puzzler.

This was the situation confronting the Kollmorgen Optical Corporation recently in delivering the world's largest submarine periscope to the *Polaris*-missile-launching sub *George Washington*. Kollmorgen's solution: a painstakingly planned shipping operation, worked out with a leading motor carrier.

Handed the task of transporting the mammoth periscope, the carrier immediately found himself faced with a variety of headaches. To begin with, the trailer needed to haul the periscope had to be long enough to support the complete length of the unit. Yet, by the same token, it had to be short enough—when towed empty—to meet state vehicle length regulations.

In addition, because of the extremely intricate and delicate construction of the 'scope—it contains 40 costly optical instruments—foolproof in transit protection was a "must." The trailer assigned to haul the device had to be capable of keeping shocks to its valuable cargo to a minimum. Deflection, too, had to be kept to a rock-bottom level.

The trucking concern had no such trailer. So it called on a manufacturer of low-bed trailers for help. Out-

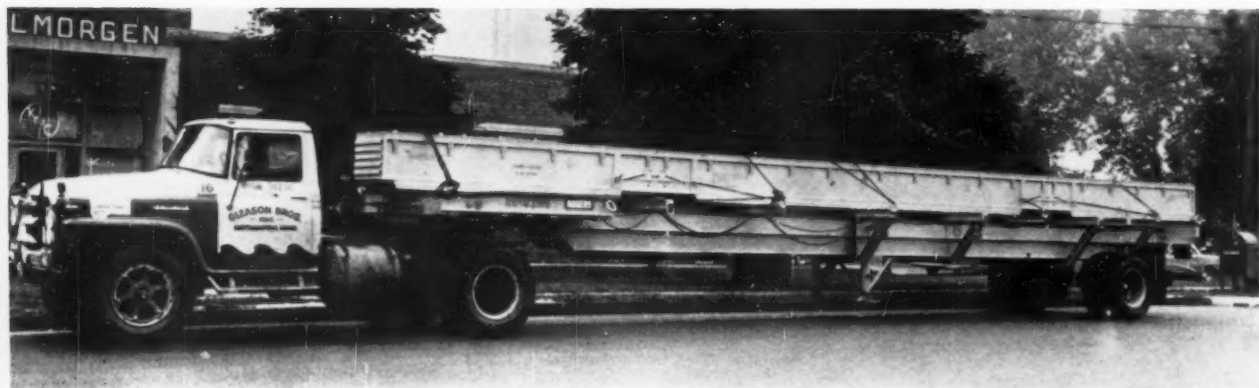
come? The development of a special telescopic vehicle, tailor-made to Kollmorgen's periscope shipping needs.

The 10-ton, single axle vehicle has an overall length of 46 feet open and a closed length of 42 feet. Thanks to its ingenious telescopic design, it is capable of supporting the entire length of Kollmorgen's telescope. When making the return trip empty, however, the tractor-trailer combined are well within the legal length requirements and can travel without special permits.

The main beams in the trailer's frame, moreover, are exceptionally deep. Purpose: to provide as rigid a structure as possible.

The net result of the Kollmorgen-carrier-manufacturer combined operation? Safe, speedy delivery to the Navy of the *George Washington's* all-important periscope.

Loaded aboard a special trailer, Kollmorgen's mammoth periscope starts on its trip from Northampton to an east coast Navy Yard. Transporting the delicate 'scope was a tricky proposition. But thanks to careful planning and some top-notch shipper-carrier teamwork, the periscope reached its destination speedily, smoothly, safely.



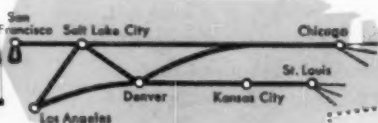
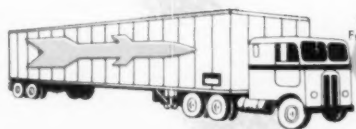


Stay Ahead—Always Ship...**RINGSBY ROCKET**



## WE SEE YOU...

When your freight is anywhere on the 9000-mile Ringsby System, we actually see you! Your shipment is tracked constantly — day and night. Routing information from 13 major terminals is transmitted *instantly, accurately* to Denver headquarters over a new high-speed voice communications network. It is placed immediately upon a giant *visual* central-control dispatch board — each of Ringsby's rolling units has its own tag and number for *quick, positive* identification. Ship RINGSBY ROCKET... the fastest, *visually-controlled* distance between two docks.



# RINGSBY

**TRUCK LINES, INC.**

GENERAL OFFICES DENVER, COLO.

LINE OF THE ROCKETS

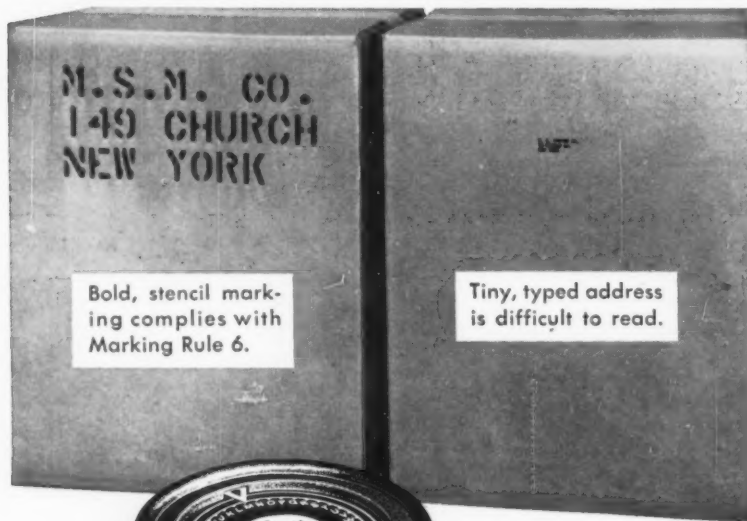
### MAJOR TERMINALS

Chicago	Ludlow 5-7300
St. Louis	Central 1-3751
Kansas City	Humboldt 3-9350
Cheyenne	2-9321
Denver	AComa 2-5761
Salt Lake City	HUnter 4-4481
Los Vegas	Dudley 2-4730
San Francisco	EXbrook 2-1055
Oakland	Olympic 4-1274
Los Angeles	ANgeles 2-3192

CHECK NO. 11 ON HELP-O-GRAM CARD

December, 1959

# WHICH MARK IS YOURS?



Bold, stencil marking complies with Marking Rule 6.

Tiny, typed address is difficult to read.



FOUR SIZES:  
1", 3/4", 1/2", 1/4"

"FREIGHT MUST BE STENCILED or otherwise durably and plainly marked" reads Rule 6, Marking Freight.

Do your shipments pass this test?

**PLAINLY MARKED**—can you read the address at 10 feet?

**DURABLY MARKED**—is the address weatherproof and permanent?

Careless marking costs shippers millions of dollars yearly, say railroads and truck lines. Proper marking would save this.

Try the Marsh Stencil Method on your shipments one week free. Write for sample stencil of your name and 24-page booklet on proper marking.

## MARSH

MARSH STENCIL MACHINE CO. ....  
BELLEVILLE 75, ILL.

Pin to letterhead and mail for free booklet and sample stencil of your name.

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

CHECK NO. 12 ON HELP-O-GRAM CARD

D. R. Dominie's



It has been our experience in traffic that the immediate solution to any problem is to "create" a form. Whether it be in the technical section of the Traffic Department or the Operating Division, everyone seems "form" minded.

It has also been my experience that eventually so many forms or reports are created and everyone is so occupied compiling and filling out the data necessary for the forms that no one has the time left for the essential aspects of their job.

To further complicate the picture no form or report is ever a one copy affair. Every time a formal report is generated it must of necessity have a minimum of twelve parts because everyone seems to want a copy.

### what the procedure entails

Now if we follow this through briefly we can see what it entails. First, an individual must make out a rough copy of his report. Now it goes to his secretary who spends endless minutes trying to decipher his writing so that she may transcribe the information on to the prescribed report form. Once this is done she must then address nine or more inter office envelopes and insert a copy of the form in each and mail them to the individuals who claim their concern.

The messenger girl then must distribute all of these to the individual secretaries who go through the process in reverse by opening the inter office envelope and placing the form on her superiors desk. Now we find all of these so called "superiors" sitting at their desks with nothing more to do than read the report which was originally initiated as a cure all to a problem in some department so remote from them that they probably don't know the department manager's name. Thus, a great portion of the working day is consumed, and it is debatable whether the executive has actually accomplished anything.

Because of the foregoing the reader can understand our adversion to forms and reports generated in the traffic department.

Obviously, there are many instances

es in which reports serve an extremely valuable purpose in any department. However, using a report as a solution to what is obviously a communication problem or a temporary problem, certainly is a waste of time. It is our feeling that much more attention should be given to problems that are solved by reports in an effort to eliminate the problem and not simply create an additional piece of paper.

The recipients of reports should also make every effort to notify the sender if he or she feels that such a report is not pertinent to his operation. I am sure all of us receive daily reports from some departments which are either thrown in the waste basket by a secretary or just glanced at. In allowing these to continue to flow to us we are doing the sender an injustice. On the other hand, many people feel that the very fact they receive a report makes them important. This also should be dispelled in all operations.

#### how we do it at Polaroid


In our traffic department we try, once a year, to gather from every individual in the department a copy of the reports which he is filling out on a daily, weekly, monthly, or even yearly basis. We then try to sit down with the individuals and ask them the real purpose of their publication.

It is surprising how many of these fall by the wayside. It is also surprising to discover how many new types and styles of reports had been generated in the previous twelve months period. By and large, the majority of them started as a communication link to cover existing situations. Unfortunately, after the situation was eliminated, the reports continued to be made out. Thus, if we did not make a yearly audit of this practice we would ultimately end up with a "report department" which might probably exceed the personnel and all phases of our department.

A yearly audit of these issuances also enables us in many cases to combine information onto a composite report.

We might also include in this category formal memorandums which are issued daily by various individuals. An audit of these also indicates that a hand written note would probably have sufficed in 80% of the cases, thus eliminating dictating and transcribing time.

In effect, a thorough check of all issuances by individuals in the department would not be costly but in turn might serve to save a department and ultimately the company considerable number of dollars each year.

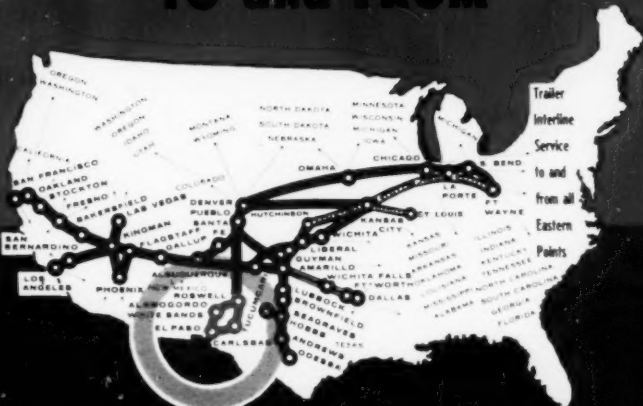


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Trailer Interline Service to and from all Eastern Ports

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Use this exclusive direct service between these vital southwest cities. Check our direct route between the Southwest and America's great industrial cities. Call your Navajo Terminal today for complete information.

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**White Sands, N. M.**  
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**NAVAJO FREIGHT LINES INC.**

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1205 SOUTH PLATTE RIVER DRIVE • DENVER, COLORADO

CHECK NO. 13 ON HELP-O-GRAM CARD

## Triple-wall fibreboard cartons boost the Army's

"strategic mobility"

● Triple-wall, corrugated fibreboard cartons have been handed a new and important role in Uncle Sam's defense plans. In a move aimed at lifting the mobility of its combat-ready, strategic airborne forces, the Army is utilizing the containers to expedite the movement of vital supplies and equipment simultaneously with the deployment of military personnel.

Under the service's "alert" program, the components will be prepacked with organizational and personnel gear belonging to these strategic units. They will then be stored, ready to be shifted to aircraft bound for military "hot spots" anywhere in the world at a moment's notice.

Why were triple-wall, fibreboard boxes chosen for the job? The Army Transportation Research and Engineering Command, which has field tested the cartons intensively, lists the ease with which they may be handled and shipped as the primary reason for their selection. Other factors include the packaging's economy, versatility, strength and storage properties.

Cost-wise, the Army reportedly has

shaved its strategic forces' packing, material and labor expenditures by up to 60% as a result of its adoption of the container. A substantial saving in weight and handling expenses has also been attained.

In so far as the container's versatility is concerned, test after test has underscored its efficiency when shipped by any form of transportation. True, the component is designed for lightning-like air moves. But, says the Army, when time permits surface movement, the container can be transported just as effectively by truck or water.

The procedure? Six fibreboard units are placed in a standard Army

reusable steel shipping container. The container is then lifted aboard a truck or ship and transported to its destination point. There, the fibreboard units are unloaded—their contents in perfect condition.

The sturdy, dependable construction of the carton is another plus factor which has helped convince the Army that triple-wall fibreboard packaging is its best bet for the movement of strategic airborne force materials and equipment.

Although the container is designed to hold 1,000-pound loads, it has stood up well under weights as high as 3,000-pounds. Reason? To assure maximum compressive strength, the corrugated board making up the container is composed of a three-fluteing combination—with a C flute on the outside and two A flutes in the middle and inside layers.

Finally, the carton's ability to withstand adverse weather conditions is an extra factor in its favor. Since it is made of weather-resistant board, it can be stored out-of-doors for short periods in perfect safety and indoors for indefinite periods with no ill effects—adding still further to its efficiency in meeting the needs of the Army's razor-sharp, ever ready strategic airborne units.



Laden with supplies and equipment, tri-wall corrugated fibreboard containers are loaded aboard a waiting airfreighter.



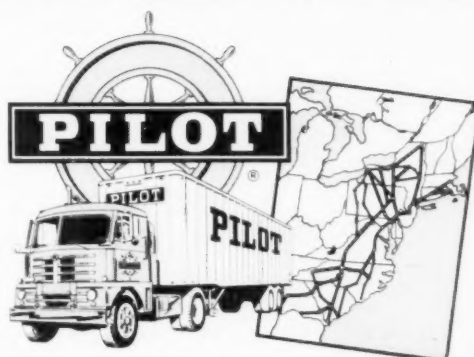


# FOR YOUR SMALL SHIPMENTS

Look into Pilot service and you'll see an extensive network of routes . . . efficient equipment . . . modern terminals. But most important, you will discover the Pilot attitude. This is an attitude that's fixed on Service. With every shipment Pilot people think Service first and foremost. In fact, "Service is our Frame of Mind."

## Pilot Freight Carriers

INCORPORATED  
GENERAL OFFICES — WINSTON-SALEM, N. C.



ALBANY, N. Y.	ASHEVILLE, N. C.	ATLANTA, GA.	AUGUSTA, GA.	BALTIMORE, MD.	BINGHAMTON, N. Y.	BOSTON, MASS.
BRIDGEPORT, CONN.	BUFFALO, N. Y.	CHARLESTON, S. C.	CHARLOTTE, N. C.	CRANSTON, R. I.	COLUMBIA, S. C.	DURHAM, N. C.
GREENVILLE, S. C.	HICKORY, N. C.	JAMESTOWN, N. Y.	LAURINBURG, N. C.	MOONACHIE, N. J.	NEW YORK, N. Y.	PHILADELPHIA, PA.
ROCHESTER, N. Y.	SAVANNAH, GA.	SHELBY, N. C.	SYRACUSE, N. Y.	UTICA, N. Y.	YORK, PA.	WINSTON-SALEM, N. C.

CHECK NO. 14 ON HELP-O-GRAM CARD

December, 1959

● Two advanced skyfreighters may pave the way for some of the most significant improvements in cargo loading, unloading, handling and hauling techniques in the history of air freight. Specifically designed to transport cargo, Canadair's CL-44 and Boeing's 735 are being hailed by experts as planes destined to lead air freight forward into a new era of economy and efficiency.

Meaning to the air shipper? Faster delivery of airborne goods; safer, smoother handling of inbound and outbound consignments; and eventual reductions in air cargo rates.

(Up until only a few weeks ago, air cargo was also pinning its hopes for the future on a third cargo plane — Lockheed's Super Hercules. As a matter of fact, a number of Super Hercs had already been ordered by Pan American World Airways and Slick Airways.

Then came the announcement that the advanced version of the C-130 was in serious trouble, due to lack of sufficient Air Force funds to support continued development of the aircraft and its engine.

Shortly afterward, PAA and Slick — both of whom had made their purchases conditional on continued Federal support of the Lockheed project — announced they had cancelled their orders.

As we go to press, the future of the Super Hercules is still up in the air.)

The future of the CL-44, however, certainly is not. Developed by Canadair Limited of Canada, the CL-44 is likely to exert a profound influence on future air freight developments.



Ordered by the Flying Tiger Line and Seaboard & Western Airlines, the 400-mile-per-hour prop-jet air freighter features a unique swing-tail and a payload of more than 65,000 pounds.

#### advanced tail section

Its outstanding innovation, of course, is its advanced tail section. Swinging back laterally on hinges, it permits the loading and unloading of freight through the rear end of the fuselage.

Advantages of this system? For one thing, it permits the loading-unloading of 32.5 tons of cargo in 19 minutes flat! Time required to load-unload the same tonnage aboard a conventional side-door cargo-plane: hours.

In addition to speedy loading and unloading, the CL-44's swing-tail will accommodate air freight weighing up to 65,000 pounds and measuring up to 85 feet in length, 11 feet in width and 6-3/4 feet in height. This will enable the CL-44 to haul a variety of outsize products.

Says Robert W. Prescott, Flying

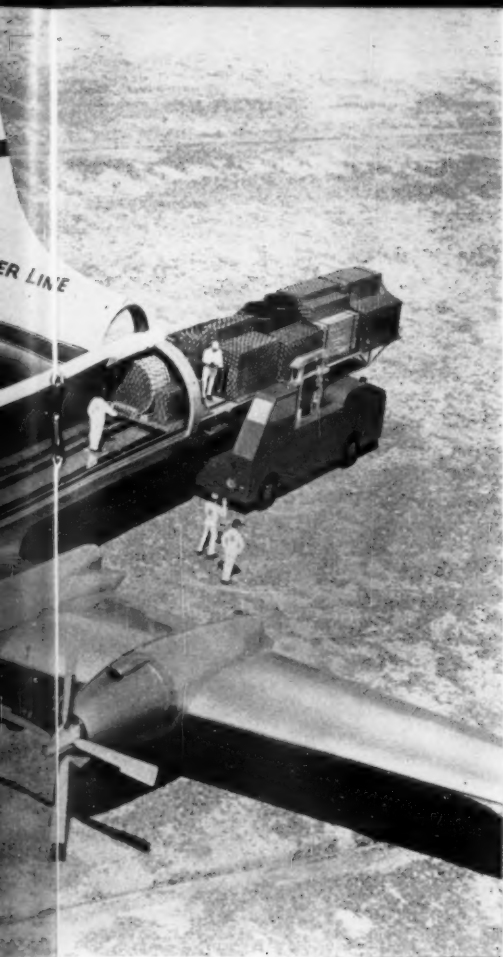
Tiger's president: "The CL-44 is the turbine powered aircraft which will enable the air freight industry to compete effectively with surface transportation by reducing operating costs and rates.

"In the CL-44, we have cheaper power married to the proper airframe. This combination must result in lowered costs which will lead us to the long-sought ton-mile rate of around 10 cents as compared to today's 20-cent tariffs."

"The introduction of this jet-powered freighter," concludes Mr. Prescott, "will not only greatly expand the potential of the air freight industry—which, for the first time, will be on solid competitive ground with surface carriers—but will also revolutionize the entire pattern of manufacturing, merchandising and distribution within the next decade."

Equally high hopes are being entertained for the Boeing 735. A turbofan powered jet cargo liner, the plane reported will be capable of carrying up to 100,000 pounds of freight at 600 miles-per-hour-plus.

Like the CL-44, it, too, has a



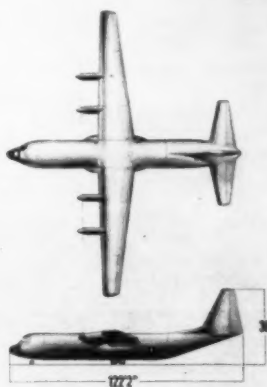
## HOW NEW AIRFREIGHTERS WILL CUT SKY CARGO COSTS

hinged-tail assembly to facilitate loading and unloading. What's more, Boeing has blueprinted an advanced cargo handling system specifically designed to get the 735 loaded and unloading in a hurry. Key components of this system: ground transporters, special pallets, pre-loaded containers and other streamlined handling equipment.



### LOCKHEED SUPER HERCULES AIRFREIGHTER

POWER PLANT	ALLISON PROP-JET 550-B7
GROSS WEIGHT	230,000 LBS.
WING AREA	2,041 SQ. FT.
ASPECT RATIO	10.3
MAX. PAYLOAD	77,200 LBS.
MODEL	CL-207



Top: Boeing's 707. A modification of this jet—the 735—will be capable of hauling more than 100,000 pounds of freight at speeds of 600-miles-per-hour-plus. Left: a breakdown of the Lockheed Super Hercules Airfreighter. Despite the fact that the plane's future is clouded, due to lack of developmental funds, it still stands as an outstanding example of an aircraft created specifically for the transporting of air cargo and incorporating a whole host of cost-cutting hauling and loading ideas.

## TMs take note: Theft of in transit goods skyrocketing

Warning! Theft and pilferage of in transit merchandise are soaring.

Reports Babaco Alarm Systems: "Never was there a time in American business history when property stood in such high jeopardy as today.

"Crimes against property . . . are rising steadily. Law enforcement and crime investigating agencies are all forecasting new peaks for next year.

"It is evident," Babaco emphasizes, "that be it big city or small, whatever

the goods involved, all cargoes face a constant and increasing in transit theft hazard. These goods are usually well insured, of course. But businessmen recognize that even the claim check is no good as stock for sale. Customer good-will—even the customer himself—may disappear if his goods are not at his place of business as scheduled. Thus, theft prevention is one of the chief goals of all businessmen today."

According to Babaco, local pickup and delivery trucks are currently a

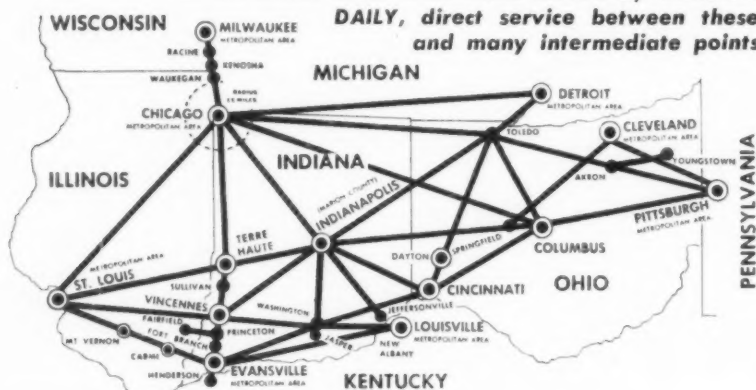
"pet" target of thieves. Thefts of goods from delivery vehicles have been rising so rapidly that companies are finding it difficult to secure insurance or find themselves forced to pay prohibitive premium rates.

The answer to theft and pilferage? Pilfer-proof packaging and closer carrier supervision of in transit goods.

## LET ONE PICKUP or DELIVERY DO THE JOB

Connecting line on L.T.L. and T.L. shipments to all States other than those served by Hancock.

**DAILY, direct service between these and many intermediate points**



**STEEL DIV. — ESsex 5-3571**

**PERISHABLE DIV. — Waterfall 8-2545**

LET HANCOCK pickup or deliver daily at a fixed time your shipments to and from all the points shown below

**CHICAGO, ILLINOIS**  
Seeley 3-3737

**PITTSBURGH, PENNSYLVANIA**  
Federal 1-6655

**LOUISVILLE, KENTUCKY**  
Wabash 0511

**CLEVELAND, OHIO**  
Superior 1-6205

**COLUMBUS, OHIO**  
Hickory 4-2128

**CINCINNATI, OHIO**  
Mulberry 3312

**ST. LOUIS, MISSOURI**  
Geneva 6-0171

**EVANSVILLE, INDIANA**  
3-1141

**YOUNGSTOWN, OHIO**  
9-9784

**INDIANAPOLIS, INDIANA**  
Melrose 4-6363

**DETROIT, MICHIGAN**  
Tashmoo 5-2535

**TERRE HAUTE, INDIANA**  
Crawford 9689

**MILWAUKEE, WISCONSIN**  
Evergreen 3-6040

# HANCOCK

**TRUCKING, INC.**

**EXECUTIVE OFFICES, EVANSVILLE, INDIANA**

CHECK NO. 15 ON HELP-O-GRAM CARD

26

## customers applaud Dobeckmun switch to improved container

Want to boost your standing with your customers? The Dobeckmun Company, a division of Dow Chemical, has. How? By packaging its polyethylene bags in a new, up-to-date, corrugated container.

Dobeckmun's switch to the container from its former packaging component has won a solid round of applause from its accounts. For one thing, the size and construction of the unit now enables customers to store their incoming bags in up to 50% less space than they formerly required. For another, the shape of the container makes for easier, safer, more stable stacking.

Other benefits accruing to Dobeckmun and its customers from the firm's big packaging shift: a sharp decline in in transit damage, due to breakdown or crushing; an end to bag curling; and a reduction in the inner packing needed to safeguard outbound bags.

## warning: unsafe work clothes can cause serious accidents!

Are your shipping, handling and warehousing personnel "dressed to kill"?

It's no joke. Experts agree that unsafe work clothing is playing an increasingly important role in the nation's mounting on-the-job accident toll.

What are some of the most common work clothing hazards to guard against? Say industrial safety experts:

1. Flaws resulting from poorly maintained clothing. A single missing button on a shirt can lead to disaster. A dangling shirt cuff can easily get caught in the jaws of moving machinery . . . and pull the wearer right in after it.
2. Cuffs on the trousers of work clothing. Reason? They frequently get caught on protruding objects and lead to dangerous falls.
3. Dangling ties and belts.
4. Loose, floppy, ill-fitting clothes.

Shipping Management — National Hi-Way Shipper



# TO THE RESCUE...

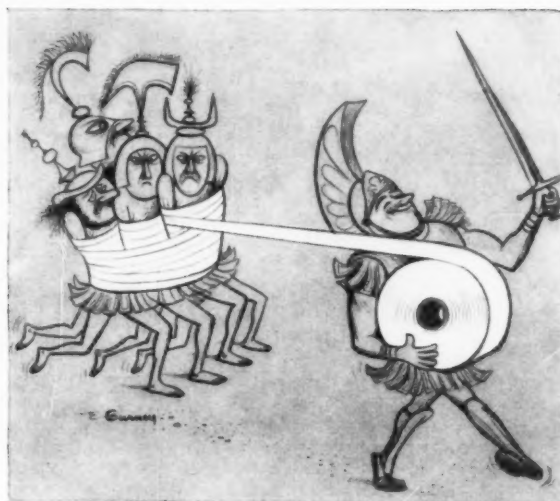
## Sterling Supreme and Trojan Imperial gummed tapes



help conquer any  
packaging problem...



...stick tighter  
and hold faster



Problems are a thing of the past when you choose Sterling Supreme Gummed Tapes. Because they're made from finest kraft and adhesives—with *built-in flexibility*—you can count on time-saving, cost-saving production. Dependable results, too: *instant, iron-clad adhesion*. Talk to your local paper merchant about the complete line, including Trojan Imperial Gummed Tapes. And count on him for prompt, enthusiastic service.

### The Gummed Products Company

Troy, Ohio • A Division of St. Regis Paper Company

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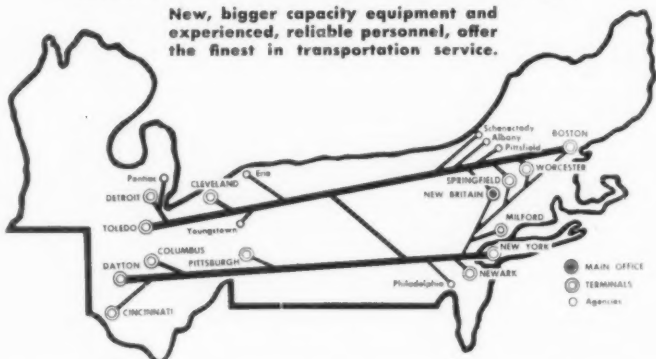
December, 1959



# MIDDLE ATLANTIC

## DIRECT SERVICE FROM WEST TO EAST

New, bigger capacity equipment and experienced, reliable personnel, offer the finest in transportation service.



- LOAD AND GO PLAN's constant written teleprinter communication expedites loading and unloading, of shipments, speeds tracing and billing, insures correct billing through pre-audited freight bills.
- DIRECT SERVICE from industrial and commercial midwest to important east coast markets.
- \$5,000,000 CARGO LIABILITY insurance protects your shipments.

For fast, dependable Middle Atlantic service, ship via

**MIDDLE-ATLANTIC TRANSPORTATION CO.**  
976 WEST MAIN ST., NEW BRITAIN, CONN.

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**INDEPENDENT TRUCKERS, INC.**  
says "The Illinois Tollway  
saves us time and money"

EARL ANDERSON, Chicago Manager

"We save two hours per day per unit on all scheduled runs over the Tollway. This time factor allows us to make earlier deliveries and perform a faster, more efficient service for our customers. Economy is an equally important factor in the saving of fuel consumption and equipment depreciation."

By using the Tollway, truckers can minimize traffic delays, reduce cargo and equipment damage, save on fuel, cut repair and maintenance costs. The Tollway can help to complete runs on a faster schedule, even under adverse weather conditions.

Send for Free Tollway Truck Folder and Map.

**ILLINOIS TOLLWAY**

Hinsdale, Ill., Dept. 58

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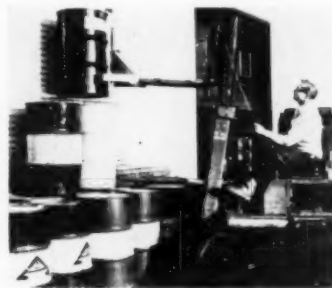
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## lifting unit streamlines drum handling at Modern Metals Co.

A unique drum lifting device is the Modern Light Metals Company's answer to the problem of effectively handling open or closed metal drums weighing up to a ton.

Easy to use, the component is attached or removed from the forks of Modern's lone industrial truck in seconds and with a minimum of effort. The forks need not be removed. Nor are semi-permanent attachments needed.



Once the drum lifter is in place, the fork lift operator selects and lifts the drum he wants through any space wide enough to admit the industrial truck's forks. Stacking is just as easy. And because Modern's drum lifter is secured on the ends of its industrial truck's forks, it offers a more extended reach and a higher lift than similar components designed for lifting, which must be attached directly to a fork bar or carriage.

Added handling safety is still another feature of the lifting unit. Its jaws are so designed that any drum being hoisted cannot shake or jar loose. A safety cable release, operated from the driver's seat, provides the only means by which a drum may be released.

**Problem:** streamlining distribution. **One solution:** study sessions, at which TMs may hear about the latest advances in the field. A pioneer in providing these badly-needed study sessions: the American Management Association.

Out to boost distribution, the AMA recently conducted its first special conference on distribution management. Purpose of the meeting? To explore the corporate distribution functions and the assignment of the distribution manager.

Among the topics discussed at the New York meeting were physical distribution from an over-all view; how management and distribution can eliminate divided responsibility between manufacturing and marketing; the pros and cons of centralized and decentralized distribution management; and containerization.

Shipping Management — National Hi-Way Shipper



**24 HOUR SERVICE...7 DAYS A WEEK...HOLIDAYS TOO!**

**IT'S THERE  
IN HOURS  
...AND  
COSTS  
YOU LESS!**

**SHIP BY  
GREYHOUND®  
PACKAGE EXPRESS**



Your packages go anywhere Greyhound goes...and Greyhound goes over a million miles a day! That means faster, more direct service to more areas, including many, many places not reached by other forms of public transportation.

What's more, Greyhound Package Express offers this service seven days a week...twenty-four hours a day...with CHECK NO. 19 ON HELP-O-GRAM CARD

December, 1959

no delays by week-ends and holidays! Packages get the same care and consideration as Greyhound passengers...riding on dependable Greyhound buses on their regular runs. And you can send C.O.D., Collect, Prepaid—or open a Charge Account.

Call your nearest Greyhound bus station or write to Greyhound, Dept. T-12, 140 South Dearborn St., Chicago 3, Ill.

**MAIL COUPON TODAY!**

The Greyhound Corporation, Dept. T-12  
140 South Dearborn St., Chicago 3, Ill.

Please send me complete information on how Greyhound Package Express can help solve my shipping problems.

Name

Title

Firm Name

Address

Telephone No.

# YOU COULD SHIP BY CAMEL



You could ship by Camel  
... but thousands of  
annual shipments have  
proven that the safest,  
surest and fastest way  
to ship is not by camel  
but by the **ENGINEERED** facilities and  
fleet of **JOHNSON  
MOTOR LINES.**



**Johnson Motor Lines, Inc.**  
**Atlantic States Motor Lines, Inc.**



GENERAL OFFICES: CHARLOTTE, N. C.  
CHECK NO. 20 ON HELP-O-GRAM CARD

30

## **NEW products**

### parcel post aide

Utilize fourth-class mail extensively? Then Detecto's *Postmeter*—now designed to handle all fourth-class mail, including books and literature—may be just what you need to expedite your mailing operations.



Endowed with a capacity of more than 70 pounds, the unit allegedly eliminates over-postage losses and postage-due delays.

Briefly, here's how it works. A package is placed on the device. Then the proper zone key is depressed. Result? The correct postage is immediately indicated. Only one magnified figure is illuminated by a built-in light—thus reducing the possibility of costly, time-consuming parcel post errors.

**(Check 94 on Help-O-Gram)**

### marking pen

Problem: faster, smoother marking. The Garvey Corporation's solution: the *Fast-Mark Pen*.

Said to write efficiently on a variety of materials, the pen has a metal body, containing the ink supply, and a felt-tip ink applicator with a snap-on metal cap. The *Fast-Mark Pen* is leakproof and will not smear or smudge because its ink dries almost immediately upon application.

**(Check 95 on Help-O-Gram)**

### automatic nailer

Expediting the automatic nailing of crating and inside cleats on large panels, a new nailing machine—with extended "throat reach"—has been unveiled by the Auto-Nailer Company.

Model: the *Atlas-9*. Reach: 30, 40 and 50 inches.

The unit makes and drives its own

nails at a speed of three-nails-per-second. Nail lengths are instantly adjustable, from 1/2-inch to 2 3/4 inches.

**(Check 96 on Help-O-Gram)**

### marking devices

Introduced by the Speedry Chemical Company, three versatile marking components reportedly will meet 90% of your industrial marking needs.

Speedry's *Magic Marker* #133 is designed to write on a whole host of difficult surfaces, including rough lumber, abrasive metals and wiring. It is equipped with a stainless steel, ball-type, instant valve action head on an unbreakable polyethylene squeeze-bottle container.

Model #127, meanwhile, is endowed with an instant ball-valve action. It is said to be excellent for marking non-porous surfaces, with light or dark backgrounds. Typical applications: on metals, glass and other items requiring indelible, weather-proof, sun-resistant and abrasion-proof markings.



The third device announced by the manufacturer, Model #126, is a large industrial-size version of the company's *Magic Marker*. Uses: writing on porous or non-porous surfaces. This unit has a head; is produced of lightweight aluminum; and is designed for a variety of shipping, receiving and warehousing assignments.

**(Check 97 on Help-O-Gram)**

### portable carton stapler

Said to offer a number of innovations "usually found only in big stapling devices," an improved carton-stapling machine has been announced by the International Staple and Machine Company.

Name: the *Hand Boxer*. Special features: effective penetration and clinch control; a free-floating magazine, holding 100 staples; an all-aluminum chassis; heavy duty anvils; and a non-slip handle.

**(Check 98 on Help-O-Gram)**

Shipping Management — National Hi-Way Shipper



Why keep 21 different postage stamps—from 1¢ to \$5.00? A postage meter prints the postage you need on a tape—cuts package mailing time 50%, and can save postage, too.

When you have a postage meter, you no longer need an inventory of many stamp denominations. A meter can produce on tape a single stamp of any denomination up to \$9.99½.

You print postage by a simple setting for the amount needed, press a lever — and out comes your stamp on special gummed tape, delivered wet or dry. You're done forever with flimsy adhesive stamps, separating stamps, sorting by denominations, moistening and sticking stamps, selecting stamps, and running out of denominations.

Parcel mailing with a postage meter takes less than half the time. You can reduce overtime, and get packages to the postoffice earlier. Print your own postmark ad, if you like.



Model 3700 Parcel post scale with full 70 lb. capacity.



You don't have to keep postage under lock and key. In the meter it's protected from misuse, damage, loss; and postage is automatically accounted for. The postoffice sets the meter for as much postage as you want to buy. You can always print the stamp you need.

Meter-stamped parcels need no postmarking or canceling, take less time in the postoffice, can often make earlier mail trains and planes. And the meter stamp carries the date of mailing. The same meter can also stamp and seal your letters.

Call the nearest Pitney-Bowes office and ask for a demonstration in your own department. After you find the convenience, efficiency, and savings of metered parcel mailing, you won't be without it.

Or send the coupon for free illustrated booklet, "Some Eye-Opening Facts about Parcel Post."

**FREE:** Handy desk or wall chart of latest postal rates, with parcel post map and zone finder.



PITNEY-BOWES

Postage Meter

PITNEY-BOWES, INC., Stamford, Conn.  
... leading maker of mailing machines ...  
offices in 121 cities in U.S. and Canada.

CHECK NO. 21 ON HELP-O-GRAM CARD  
December, 1959

PITNEY-BOWES, INC.  
2280 Pacific St., Stamford, Conn.

Send ☐ free booklet ☐ postal rate chart to:

Name \_\_\_\_\_

Address \_\_\_\_\_







## ALL THE WAY . . . WITH FAST THRU-WAY TRAILER SERVICE

**Sixth Morning Coast-to-Coast THRU-WAY Trailer Service . . .** the consistently fast, one-trailer way to ship oilfield equipment to Louisiana . . . aircraft and missile parts to Florida launching sites . . . or any traffic that's destined east and needs dependable trans-Continental service!

**Sixth Morning delivery to every major point in Florida via Ryder's "Florida Express" from Houston.**

**Sixth Morning L. A. to FLA. — Los Angeles to Florida — and all points betwixt . . . between . . . and beyond!** T-A/Ryder Truck Lines move your volume and LTL shipments in one trailer . . . with **no** trans-loading.

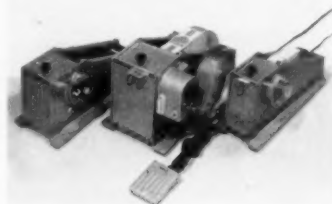
**The Fast Dependable Route from the West Coast to Texas, the Deep South and the Southeast.**



CHECK NO. 22 ON HELP-O-GRAM CARD

### label dispensers

Want to slash costly production line labeling delays? Three new label dispensers, available from Derby Sealers, Incorporated, are designed to do just that.



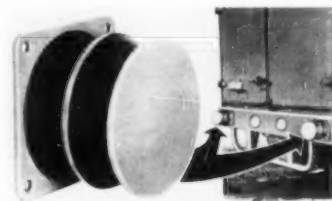
Known as the *L Series*, the pressure sensitive roll label dispensers are said to incorporate an advanced method of feeding. A new feed and rewind mechanism reportedly results in considerably faster loading; easier operation; and an end to problems created by adhesive transfer from labels to the liner paper.

The manufacturer's model *LH-10* is geared to handle labels up to one inch wide. Model *LH-20* takes labels up to two inches in width. Both are lever operated. Model *LH-30*, for labels up to three inches in width, is electrically operated.

(Check 99 on Help-O-Gram)

### dock bumper

Created to absorb shocks between trailers and loading docks, a heavy-duty, trailer-mounted bumper is now available from the Schwitzer Corporation. Dubbed the *Hy-Duty Dock Bumper*, the component is capable of withstanding impacts of up to 30,000-pounds per



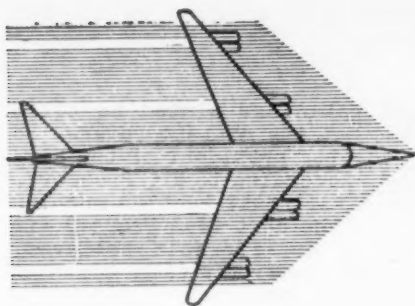
square foot; weighs seven pounds; and is composed of two thick discs of a resilient compound sandwiched between three steel plates. When mounted, the bumper extends beyond the trailer by only four inches.

(Check 100 on Help-O-Gram)

### metric rule

Announced recently by the Flash Manufacturing Company: the world's "thinnest" metric rule. Dubbed the *Executive Thin Line Rule*, the device is only 1/4-inch wide and 78-3/4-inches long. The divisions are in black or white flexible steel tape, designed for enhanced legibility.

(Check 71 on Help-O-Gram)



# AIR CARGO NEWS



Hats off to Continental Airlines and 13 members of the Colorado Motor Carriers Association! In still another important move aimed at establishing closer ties between sky and highway haulers, the carriers have agreed to honor each other's bills of lading for air freight shipments between 42 cities in Colorado and 11 key cities served by Continental in California, Oklahoma, Kansas, Texas, New Mexico and Illinois.

The air-truck tariff—Continental's first—has been OK'd by the Interstate Commerce Commission and the Civil Aeronautics Board. Its chief advantage: enabling a consignment to move on one shipping document and at a single through rate.

Cities outside Colorado affected by the plan include Chicago; Dallas; Albuquerque; El Paso; Fort Worth; Houston; Kansas City; Los Angeles; Tulsa; San Antonio; and Wichita.

Big news at the British Overseas Airways Corporation! BOAC has launched through cargo passenger prop-jet service between New York and Tel Aviv, via London, and plans to resume scheduled operations between Britain and South America next month. Cities to be served include Buenos Aires, Montevideo, Santiago and Rio De Janeiro.

For your address book: Lufthansa German Airlines has opened a new link in its expanding chain of global offices. Place: Los Angeles. Address: 530 West 6th Street . . . KLM Royal Dutch Airlines' New York hq is located at 609 Fifth Avenue . . . The International Trade Mart has been selected as the site for Aviteca's new office in New Orleans.

Seaboard & Western Airlines has boosted its trans-Atlantic cargo hops to 13 flights weekly in each direction. The S&W schedule provides for two flights daily from Tuesday through Sunday and one flight on Monday. New York International Airport departure times: 3:30 AM and Noon. Exceptions: Monday's flight, which leaves at 6 AM and S&W's Friday afternoon flight, departing at 5:30 PM. All flights inbound from Europe, meanwhile, arrive at New York International at 11:55 AM.

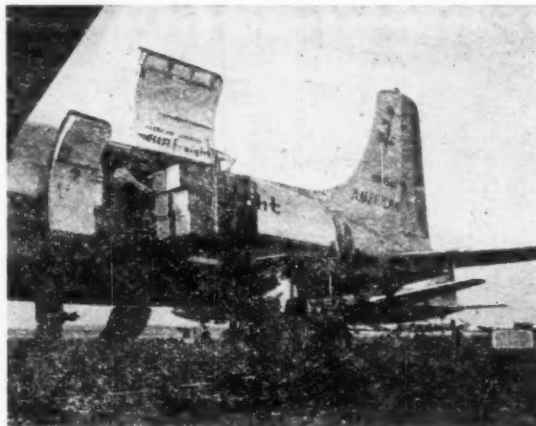
The British Overseas Airways Corporation has opened a new office in Atlanta, at the National Bank Building; Buffalo, in the Tishman Building, Lafayette Square; Cleveland, in the Hanna Building, Euclid Avenue at Playhouse Square; and Miami, in the Biscayne Terrace Hotel, Biscayne Boulevard.

What's moving via air cargo these days? Says United Air Lines: "Machines and machine parts led all other commodities in the top 10 air freight items airlifted by UAL during the first six months of '59." Other products, in order: printed materials; clothing; aircraft parts; auto parts; hardware; film; and animals.

The fabulous DC-7, America's first non-stop coast-to-coast passenger aircraft, is standing on the threshold of a new and important chapter in its aviation career—this one as a cargo plane.

By the end of this month, according to an announcement by American Airlines, five DC-7s—converted to DC-7F Airfreighters—will be hauling air cargo to points around the nation. Another five Airfreighters, still in the works, will be added to American's growing cargo fleet by August, 1960.

The DC-7F reportedly will provide American with the fastest all-cargo aircraft in commercial use. Cruising at 350 mph, the plane is said to be capable of lifting 33,500 pounds of cargo from coast-to-coast in eight hours.



Advanced, efficient photocopying devices are enabling air freight carriers to boost their service to shippers, process their paperwork more effectively and slash their office costs.

Take Pan American World Airways, for example. Many shipments transported by PAA must be accompanied by two detailed forms—an air waybill and a "clipper" cargo invoice. What's more, at least 10% of the shippers the carrier deals with require an additional copy of both documents for their own purposes.

Reports PAA Cargo Manager Walter Murphy: "To type copies of these orders would obviously create a troublesome bottleneck. That's why we've been relying on photocopying equipment for years to do the job."

To expedite its photocopying operations, PAA headquarters in New York recently installed a brand-new unit—not much bigger than a portable typewriter, yet virtually a complete camera and darkroom rolled into one. Easy to operate, the machine produces letter-perfect copies of any document in 17 seconds flat!

Here's how it works: The operator removes a sheet of negative paper from a light-tight dispenser; places it face-to-face with the air waybill or invoice to be reproduced; and feeds both sheets into the device's exposing mechanism. Presto! In a few seconds, exposure of the negative is completed.

Next, the exposed paper is placed face-to-face with a sheet of transfer paper and inserted into the unit's developing section. This time, as they roll out, the two papers are adhered. When they are separated, an exact replica of the original document has been made.

"The speed of the new method lets us create and send out invoice copies as quickly as we receive them," Mr. Murphy explains. "In many instances, this factor makes an appreciable difference in the promptness with which we collect receivables. What's more, its use has materially speeded up the settlement of interline transactions with domestic air carriers—transactions accounting for a large share of the paperwork

processing that goes on here in our New York office."

Air freight rates are slated to slide sharply in the not too distant future. So says R. W. Prescott, president of the Flying Tiger Line. According to Mr. Prescott, sky cargo rates will fall by "as much as 35 to 40% within the next five years." Air freight traffic, Mr. Prescott believes, will rise to anywhere from 7 to 10 times as much as today's volume.

Olympic Airways has ordered two Comet-4B jetliners for service on its routes by next spring. . . . American Airlines has inaugurated non-stop Boeing 707 jet service between New York and San Francisco.

A British Commonwealth Air Union—similar in structure to the organization created recently by Air France, Lufthansa, Alitalia and Sabena Belgian World Airlines—may be in the offing. Shipping Management-National Hi-Way Shipper has learned that Commonwealth sky carriers are "extremely interested" in an organization of this type, which would pull the airlines of Britain, Canada, Australia and India together into a single, cohesive union of air carriers.

Capital Airlines has announced the purchase of seven pure-jet Convair 880s and five prop-jet Lockheed Electras. Delivery dates: next summer on the Electras; next fall on the 880s. . . . Air France has established a district HQ in Newark. Address: 10 Commerce Court. . . . United Air Lines has launched Douglas DC-8 jet service between San Francisco and Chicago, Los Angeles and Chicago and Los Angeles and San Francisco.

The Lockheed Super-Hercules, an advanced version of the C-130, which has served as an Air Force cargo and troop carrier since 1956, is in trouble. Reason: lack of sufficient Air Force funds to support continued development of the aircraft and its engine.

When Slick Airways and Pan American World Airways ordered the Super-Herc for their sky freight fleets, they made their purchases conditional on additional Federal support of the project.

Now, with the confused developmental situation, Slick and PAA believe that they are no longer under any obligation to buy the aircraft they ordered. Explained a spokesman for PAA: "If they aren't going to build any, we can't buy any."

Aerovias Sud Americana has suspended cargo-and-passenger service to Havana.



### steel-strapping house units ups sales at Package Homes

Service plus! That's what Package Homes, Incorporated, is currently offering its customers. How? By packaging precision-cut lumber with steel strapping for delivery directly to the job site.

The procedure enables complete house sections to arrive at a location in a single compact unit—an arrangement applauded enthusiastically by customers. In addition, it has slashed shipping time and costs drastically at the heads-up firm.

Fundamentally, the packaging of building sections for mechanical handling at Package Homes hinges on the combining of smaller units into a single, compact shipping unit.

Dimension lumber for a 12-foot wall section, for example, is first strapped in separate bundles with  $\frac{3}{8}$ " x .015" steel strapping, positioned at four foot intervals. The final delivery package is made by stacking these bundles in a U-shape to form a protective shell. Unstrapped items, such as rafters, trusses and roof materials, are then placed in the center of the U.

A pair of  $\frac{3}{4}$ " x .035" heavy duty steel straps are next applied to assemble the package into a compact, stable unit. Entire sections are moved to roller-bed highway vehicles as a single unit by power-packed fork lifts; sent on their way; and delivered—the culmination of a high-speed, highly efficient shipping-packaging operation which has won a whole host of new friends for Package Homes.

### lift ups loading-unloading tempo at Enos & Sanderson

Highway trailers are unloaded and loaded with dispatch at the heads-up Enos & Sanderson Company of Buffalo, Reason? E&S—one of the East's largest distributors of steel, industrial supplies and hardware—has installed a powerful loading lift just inside the entranceway to its plant.

The placement of the lift has benefited the company in two all-important ways. First, it has enabled E&S to boost the tempo of its shipping and receiving substantially. And second, it has made it possible for the firm to carry out its loading-unloading under completely sheltered conditions.

Briefly, the loading lift being employed by E&S is an oil-hydraulic platform-type model. It is equipped with a checkered 6'x6' steel surfaced platform, with a beveled safety skirt all around. Power: an electric oil pumping unit, utilizing AC current.



## MID-STATES packaging wire to meet modern requirements



## MID-STATES STITCHING WIRE



gives you frictionless, uniformly smooth flow off the coil and through the stitching head to assure high-speed, uninterrupted operation. Available in 5, 10, 25 and 50-lb. coils. All standard gauges. Special gauges on request. Galvanized and copper-coated finishes.

**ALSO** wires for a wide variety of uses such as tying, baling, binding, stapling, et cetera. A complete line of cost-savers to meet every packaging requirement. Write today for further details, samples and prices.



**MID-STATES STEEL & WIRE COMPANY**  
CRAWFORDSVILLE, INDIANA • JACKSONVILLE, FLORIDA

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Sustain your  
whole road program...  
with the economy of  
Asphalt-paved highways!

You need the big Interstate roads. You need more and better local and farm-to-market roads. The economy of heavy-duty Asphalt-paved highways gets you both. First, Asphalt-paved roads cost less to build (up to \$11,700 and even up to \$92,600 less per mile). Then, maintenance costs no more, often less. The total savings can serve every highway need . . . sustain your whole road program.

Ribbons of  
velvet smoothness . . .  
ASPHALT-paved  
Interstate Highways



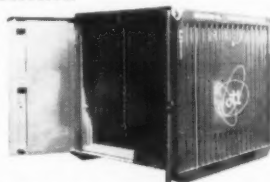
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CONTAINER TRANSPORT  
INTERNATIONAL INC.

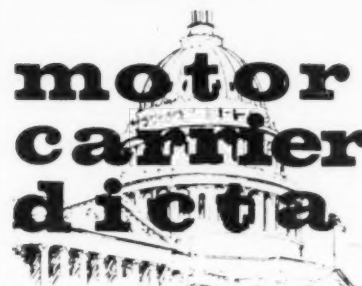
17 State Street • New York 4, N. Y. • Cable: Container N.Y. • Whitehall 3-3240 • TWX: N.Y. 1-587 • TEX: N.Y. 2975

IN FRANCE: Container Transport International (France) S.A. • 91 Rue du Cherche-Midi, Paris 6

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36

David Axelrod's



operating authority

The protestant in a recent ICC case established that its service was adequate to meet the needs of shippers appearing in support of an application for common carrier authority.

The applicant countered by establishing that the protesting motor carrier was monopolistic in character.

However, Division 1 held that the mere existence of a monopoly, standing alone, is not sufficient justification for the establishment of a new operation in the absence of a showing of some inferiority or inadequacy in the transport service of the existing carrier.

"grandfather" case

An applicant, in a recent "grandfather" case, contended that bona fide operation required by Section 7 (c) of the 1958 Transportation Act should be liberally construed to mean merely a holding out in good faith on the critical date to serve any and all points in the destination territory applied for, rather than actual physical operation from and to all points therein.

However, Division 1 refused to so construe Section 7 (c). Noting that the sole issue was the scope of the bona fide operations at the statutory time and subsequent to that time, it ruled that a mere holding out was insufficient to warrant a finding of past bona fide operations.

Evidence of an isolated shipment or a few sporadic shipments transported years prior to the passage of Section 7 (c) was held not to warrant a finding of bona fide operations.

Shipping Management — National Hi-Way Shipper



## jurisdiction

The Utah Supreme Court was recently asked to determine whether or not it could construe certain non-technical matters in a freight tariff before the Interstate Commerce Commission considered their meaning.

The Court held that the interpretation of a rate tariff before it was a function of the Court's, rather than of the ICC. It stated that because there were no words or phrases in the tariff to which a special meaning was to be accorded, the doctrine of the ICC's primary jurisdiction was not applicable.

## leasing

An applicant sought a certificate to haul certain metals from Chicago to Detroit. Protesting motor carriers contended that the proposed operation would not result in any saving of time over the existing "lease" arrangement, under which the traffic involved was moving; that the existing carriers could provide the needed service; and that the so-called "leasing" agreement was merely a subterfuge.

The evidence disclosed that when an occasional shipment of the commodity involved was tendered, the applicant would load the shipment on one of its vehicles and "lease" the vehicle to the lessee motor common carrier which had the necessary authority.

The applicant, as lessor, would provide a driver, occasionally prepare the billing, retain responsibility for the freight and pay the lessee motor carrier a percentage of the transportation charges for these movements.

It was held by the Commission that the so-called equipment leasing arrangement conducted was unlawful. It was, in fact, an unauthorized lease of operating rights.

The Commission, however, granted the requested authority to the applicant, stating that its unlawful actions had not been willful and that the evidence established a need for the proposed service.

## how to update your traffic-transport filing procedures

Want to streamline your traffic filing setup? Here are four tested and proven filing tips, guaranteed to start you in the right direction.

1. Stop filing duplicate materials.

They serve no useful purpose and only cut down on the space available for more important items.

2. Think seriously about microfilming records that must be kept for five years or more. Microfilming is relatively inexpensive, when you consider the time and effort it will save your office personnel in keeping vital records straight.
3. Establish a 60-day-file for materials which need not be kept

beyond that time. If your office is a typical one, this will mean that you'll be able to destroy upwards of 30% of the items in your file every two months. Also, double-check your inactive materials to see if they are really needed.

4. Blueprint a program for filing certain materials and getting rid of non-essential items. While you're doing this, create a records control and a records disposal system.

# As a double check...ship **WILSON**

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 ✓ DEPENDABLE SERVICE

Wilson offers the most modern equipment to handle your shipping needs... over 800 units of trailers, tractors and trucks. Forty trailers are insulated and others are further designed to solve your transportation problems. When you "double check" Wilson, you are fully protected with insurance against public liability and property damage and your cargo is insured up to one million dollars.

Call the Wilson office nearest you. They are listed below for ready reference.

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Athens ... Liberty 3-3425	Kansas City ... Harrison 1-0301
Augusta ... PARK 4-5558	Monroe, Ga. ... 8261
Charleston ... Myers 2-2658	NASHVILLE ... Alpine 4-6641
Chattanooga ... Madison 9-3293	Rome, Ga. ... 3728
Chicago ... CLiffside 4-6730	St. Louis ... GARfield 1-0441
Clarksville, Tenn. ... Midway 7-3641	Washington, Ga. ... 4785
Elberton, Ga. ... 896	Winder, Ga. ... 3811
Greenville, S. C. ... Cedar 2-3609	

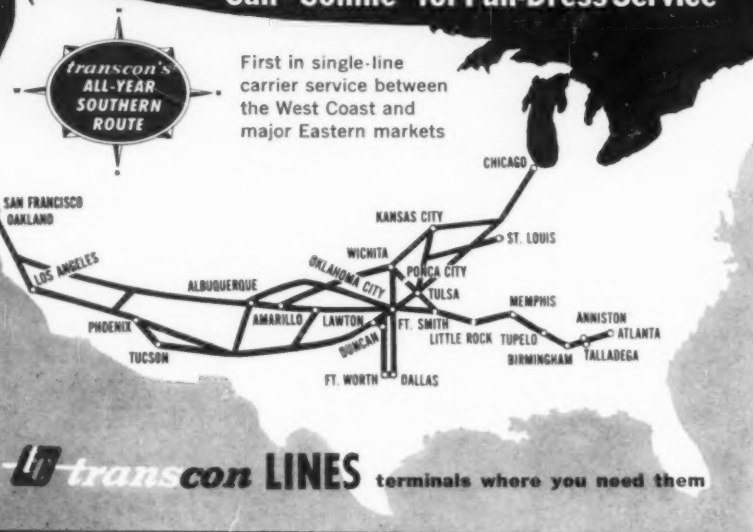
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Albuquerque, N.M.	Ft. Smith, Ark.	Ponca City, Okla.
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Atlanta, Ga.	Little Rock, Ark.	Talladega, Ala.
Birmingham, Ala.	Los Angeles, Calif.	Tucson, Ariz.
Chicago, Ill.	Memphis, Tenn.	Tupelo, Miss.
Dallas, Texas	Oakland, Calif.	Tulsa, Okla.
Duncan, Okla.	Oklahoma City, Okla.	Wichita, Kansas
	Phoenix, Ariz.	

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- FREE Heated Swimming Pool
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- Fine Food Moderately Priced
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Inquire or write for folder on our low cost all-expense Package Tour.

\$5 up — with bath



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# LOS ANGELES

... as the Club... nearly 50,000 cars and trucks are tested during the three-day... **traffic news**... The award, a plaque, will be made by... r of field service... gh... Safety committee, W...

Two key changes at the Kelvinator Division of American Motors. D. B. Gill has been upped to the post of divisional TM at the company's Grand Rapids appliance manufacturing plant, while R. J. Caroselli replaces Mr. Gill as traffic supervisor at Kelvinator's Detroit facility... The Port of San Diego has opened a trade promotion office in Yokohama, Japan... Named customer service manager at Brady Motorfrate: W. Wellman... New VP in charge of planning and development at Consolidated Freightways is R. R. C. Miller.

Pitney-Bowes has completed an \$8,500,000 expansion and modernization of its plant and national GHQ in Stamford... Watson Bros. Transportation has named M. Hirsch as its district TM in



M. Hirsch

Los Angeles... T. A. Kole has been appointed manager of the Spector Freight System's customer service.

W. S. Edwards has been appointed chief engineer in charge of standard components at the Fruehauf Trailer Company... J. S. Ruscetta, Spector Freight's GTM, has been elected to the board of directors of the Central States Motor Freight Bureau... Congratulations to Dayton Area Chapter #159 of Delta Nu Alpha, which was recently accepted as a new member in good standing by the national transportation fraternity.

L. R. Edwards, C. U. Harvey, J. G. Kain, R. A. Wilkins and S. C. Shephard, Jr., have been named directors of the Fibre Box Association... Newly named as Pacific Coast manager for Ringsby Truck Lines' Corporated division: L. Guntsburger... The British Overseas Airways Corporation has appointed J. H. Spencer as its resident sales rep in Denver. The airline has also opened a new sales office in the heart of Cleveland. Address: Hanna

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*Service  
to everywhere  
via  
Frankfurt*



Lufthansa is your answer to prompt delivery in Europe. From centrally located Frankfurt there are fast and frequent connections to all Continental points, the Near and Middle East.

Daily service from New York plus nonstop all cargo flights every Wednesday and Friday at 10 P.M. Also flights from Chicago and Montreal.

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**\$10.95 ea.**

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Splendid opportunities developing rapidly in **MOTOR TRUCK** and other phases of The Traffic and Transportation field.

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40

Building, Euclid Avenue and Playhouse Square . . . **L. Goldwater** has been appointed a Los Angeles salesman for Interstate Motor Lines.

The British Overseas Airways Corporation has appointed **R. Juppe** to the post of senior press officer for the West Coast . . . New assistant director of engineering at Fruehauf Trailer: **G. Chieger** . . . The Garvey Corporation has moved into a new office and plant. Address: 9804 Page Boulevard, St. Louis.

Congratulations are in order for **W. W. Allen, Jr.**, newly named director of transportation at Owens-Corning Fiberglas . . . **H. Doelter** has been named Air Express International's new manager for Germany . . . **Ringsby Truck Lines** has named two new off-line sales reps: **R. Edgerman**, for Milwaukee and **P. J. Whiteman**, for South Bend . . .



**R. Edgerman**



**P. J. Whiteman**

**A. J. Gerrard Company** has expanded to new quarters in Des Plaines (Ill.) . . . **W. P. Hoare**—a 42-year-man in the field of aviation—has retired as United Air Lines vice president-maintenance . . . **C. B. Brown** has joined Highway Trailer as assistant to the president and head of the company's cargo container division.

Greater territorial coverage, more frequent personal contacts and more efficient service for customers! These are the targets of an extensive sales expansion program, completed recently by the Mid-States Gummed Paper Division of the Minnesota Mining & Manufacturing Company. To implement the program, Mid-States has named four new sales reps: **D. A. Akers**, operating out of San Francisco; **J. A. Reichle**, making St. Paul his hq; **R. C. MacFarland**, servicing customers in the New York area; and **A. O. Kruger**, covering the Chicago area.

Now serving as prexy of the NC Motor Carriers Association: **L. M. Cromartie** . . . New assistant TM at Wheaton Van Lines is **S. Luckett** . . . Problems and procedures of freight handling were analyzed painstakingly at the recent annual meeting of T.I.M.E. managers from the carrier's 21 terminals around the country . . . **W. McKenzie, Jr.**, has joined the sales department of Interstate Motor Freight's Terre Haute terminal.

Three key personnel changes at Interstate Motor Freight. **A. H. Berger** has been appointed manager of IMF's Bos-

# NEW SPEED!

To Every Point  
In KANSAS

Rapid Routed  
LTL Shipments  
Daily.

# Knaus

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Press  
The  
Key . . .



and you know

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• **Saves Postage**—The package weighed on this Parcel Post Scale will not carry too many—or too few—stamps.

• **Saves Time**—Speeds mailing department flow. Ends weighing bottlenecks. Simply press the zone key. One figure shows the exact postage. No postage-due delays . . . ever!

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Shipping Management—National Hi-Way Shipper



ton terminal and R. J. Congdon of its Springfield (Mass.) facility. D. Spencer, meanwhile, has joined the Springfield terminal's sales department.

Former postmaster general E. G. Seidle has been named director of research and development by the Interstate Motor Freight system . . . Keynote speaker at the upcoming American Association of Port Authorities annual convention, slated for West Palm Beach on December 7th, is Senator A. J. Ellender.

R. C. Allais has been upped to the post of president of Ryder Truck Lines . . . Air Express International has opened a new office adjacent to London's International Airport. At the same time, the firm has named D. J. Kelsall as manager of its operations in Great Britain . . . New vice president-traffic at Merchants Motor Freight is G. J. Morley.

The spotlight was on transportation at a recent meeting of Chicago's Sales and Marketing Executives. Among the outstanding transport figures attending the session were SMEC prexy V. Williams,



Left to right: V. Williams; B. Gragg; C. Anmark; and H. Engle.

VP-Marketing, Spector Freight System; guest speaker B. B. Gragg, VP-Marketing, United Airlines; C. Anmark, skipper of the Makefjell. Master of ceremonies at the gathering: WGN radio announcer H. Engle.

Appointments: A. K. Creedle, as Richmond (Va.) and area sales rep for Atlantic States Motor Lines . . . F. C. Rubinan, as manager of Air Express International's San Juan office . . . A. Reid, as district sales manager at Watson Bros. Transportation's Albuquerque terminal.

Appointments at the Werner Transportation Company include M. J. Bolnick, as executive assistant to the president, and M. DeLong, as office and accounting manager . . . A. J. Burnet has been named eastern manager-perishables for the special commodities division of the Spector Freight System . . . C. F. Smith has been elected president of the Fibre Box Association . . . J. H. Curran has been appointed coordinator of advertising and sales promotion by the Highway Trailer Company.

December, 1959

At P·I·E . . .  
Where People  
Spell  
the  
Difference



When an "old pro" rates your shipment . . .

## THE PRICE IS RIGHT!

Whatever your shipment . . . wherever it's going . . . "old pros," like Albert Erb, P·I·E Omaha, know the fastest and most economical way to route it . . . and you can be sure *the price is right!* Their special knowledge of tariffs and carrier routes comes of growing-up with the motor freight industry. Experience like this is one of the many reasons why your next shipment should go P·I·E—where people spell the difference.



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P·I·E Delivers the Goods . . . in good shape . . . in good time!  
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MARK METAL  
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**\*FLASHDRY INK MARKER**

never dries up when left uncapped

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\*It's a brand-new concept . . . it's the ALL-NEW FLASHDRY INK MARKER that's always ready for use. Just push down and Presto! The ink is flowing again . . . no matter how long the cap has been off!

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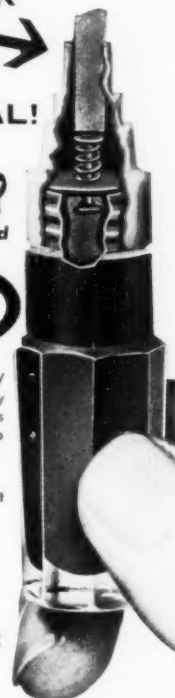
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In Canada: Canadian Dispensers, 54 Wellington W., Toronto, Canada

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E. A. Sommers has been named cargo van product manager at the Brown Trailer Division, Clark Equipment Company . . . R. Martin has joined General Expressways as vice president-sales, while F. L. O'Brien has been boosted to the post of vice president-operations.

Now serving as Riddle Airlines' president: R. M. Hewitt . . . Three new regional managers have been named by Auto-Nailer: L. W. Hotle, for southern Indiana and Kentucky; R. W. Mathews, for east and central New York and northeastern Pennsylvania; and H. B. Weber, for Delaware, southern New Jersey and southeastern Pennsylvania.

New officers of the National Small Shipments Traffic Conference include: R. J. Tyler, president; H. H. Hardwicke, 1st VP; R. L. Henderson, 2nd VP; J. P. Haynes, secretary; and R. J. Van Liew, treasurer . . . Big doings at International Harvester! T. L. Davis, Jr., has been named manager of fleet sales and H. K. Barton assistant manager at the company's Oakland district office. Other appointments: R. L. Tracey, as manager of fleet sales in Los Angeles; K. E. Pitts, as assistant manager of the firm's Portland (Ore.) office; and E. E. Dodson, as assistant district manager in Atlanta.

A big bow to M. J. Peterman and R. S. Nelson. Mr. Peterman and Mr. Nelson recently took first place in the 1959 Technical Papers Contest sponsored by the Southern California Chapter of SPHE. Title of their award-winning study: *A system for standardizing containers through the use of modular panels* . . . Named vice president of marketing services by Capital Airlines: J. H. Mahoney . . . S. C. Ashton has been appointed New York district sales manager by the Brown Trailer Division, Clark Equipment Company.

R. A. Davison has been appointed Air Express International's representative in Washington, D. C. . . . H. S. O'Brien has been named Interstate Motor Freight's sales rep at the carrier's Flint (Mich.) terminal . . . Atlantic Gummed Paper has established a gummed printing paper division . . . W. F. LeFevre has been named manager of research and advanced design by the Fruehauf Trailer Company . . . C. F. Larsen has been boosted to the post of assistant to the vice president-general sales manager of Mack Trucks, Inc.

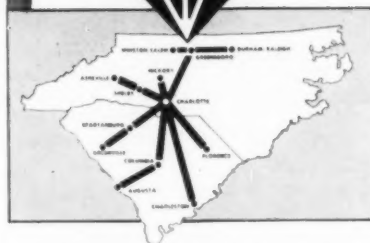
W. D. Dilworth and C. K. Jump have been named co-chairman of the Joint Committee for Air Express . . . Two new appointments at International Harvester: L. K. Faust, as general supervisor of IH's truck service and K. W. Houghton, as assistant supervisor of new product development.



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the **IMPORTANT**  
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who ships"

about 

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CESTER, MASS. • PROVIDENCE  
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BALTIMORE

**Midwest**  
CHICAGO • ST. LOUIS  
EVANSVILLE, IND.

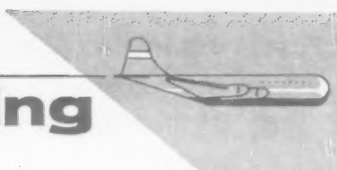
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NASHVILLE, TENN. • KNOX-  
VILLE, TENN. • MEMPHIS,  
TENN. • CHATTANOOGA,  
TENN. • ROME, GA.  
DALTON, GA. • DECATUR,  
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**FLEXIBLE ROUTING**, trouble-free shipping. The latest in highway go-how is the specialty of this carrier. Check 1 for details.

**FAST SERVICE** on LTL shipments and second morning deliveries. Great Lakes to Gulf. Check 2 for info.

**SPEED AIR CARGO AND CLERICAL WORK** with this airline. Less forms to fill out, simpler documentation. Check 3.

**FASTER, SAFER, MORE DEPENDABLE.** Get one-carrier direct trucking service coast to coast. One-carrier responsibility. Check 4.

**ELIMINATE TRACING PROBLEMS** with this carrier. Scheduled on line and off line. Check 5.

**END YOUR SHIPPING WORRIES.** Fast deliveries; safe handling; full co-operation. Check 6 for details.

**FROM THE SEA TO THE SEAWAY**, this motor carrier will haul your goods all the way. Details? Check 7.

**COMBINE THE STRENGTH OF STEEL** and the light weight and resilience of wood . . . for superstrong wirebound boxes. Check 8.

**MONEY-MAKING BACKBONES** of leading carriers' fleets are the trucks made by this company. FREE info, check 9.

**DAILY, CONSISTENT, DEPENDABLE** motor freight service. Linking 20,000 business centers. Sound good? Check 10.

**READY TO SOLVE** the toughest traffic problem is this motor carrier. Check 11 for details.

**SAFER, FASTER SHIPPING** when you make stencils with this company's machine. FREE pamphlet is yours for checking 12.

**NEW ARROWFLYTE SCHEDULE.** Have your LTL shipments speed-treated. Check 13 for more info.

**SHIPPING PROBLEMS** vanish when this experienced carrier handles your freight. Check 14 for info.

**LET ONE DELIVERY, PICKUP DO THE JOB.** Connecting line service on shipments to all states. Want the facts? Check 15.

**PLAIN AND PRINTED TAPES** in numerous widths, weights, lengths for every need. Check 16.

**DIRECT MOTOR FREIGHT SERVICE** from west to east is provided by this dependable carrier. Check 17.

**SAVE TIME, SAVE MONEY** on one of the nations' outstanding highways. For further information, check 18.

**PACKAGE EXPRESS SERVICE** to many areas not reached by other public transportation. Seven-day-a-week, 24-hour-a-day service, nationwide. FREE details if you check 19.

**SERVING THE EASTERN SEABOARD.** Reliable, speedy, safe motor freight service. Check 20.

**CUT PARCEL MAILING COSTS** with a postage meter. No calculating how many stamps you need. No licking and sticking. Check 21.

**DEPENDABLE, FAST** motor freight service is yours with this carrier. Check 22 for details.

**HIGH SPEED**, uninterrupted stitching with this brand of stitching wire. Smooth, frictionless flow. Comes in 5, 10, 25 and 50 pound coils. Check 23.

**ASPHALT ROADS** mean economy-plus. Why? Check 24 and see.

**CONTAINER LEASING** service for use with general cargo, household goods. Check 25.

**EIGHT TERMINALS**, 250 tractors, 280 semi-trailers—all geared to provide top-notch motor freight hauling. Check 26.

**YOUR MOTOR FREIGHT** is in good

### HELP-O-GRAM

December 1, 1959

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#### new products

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Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

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Type of Business:

☐ Manufacturing; ☐ Wholesale; ☐ Retail

Major Products: \_\_\_\_\_

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hands when you use this outstanding over-the-highway carrier. Check 27.

**SAFE, SPEEDY** air shipments are the specialty of this air carrier. For details, check 28.

**SAFETY WHEEL BLOCKS** may be the answer to your safety problems. Check 29 and find out.

**TRAFFIC COURSE** at home compiled by 175 prominent traffic executives. For further details check 30.

**DELIVERY TIME CUT** on LTL, truckload shipments through Kansas City with this line's new terminal. Check 31.

**WEIGHING PROBLEMS** vanish when you use this firm's weighing equipment. Check 32.

**TERMINALS AND OFFICES** in principal cities, long experience help this trucking company give speedy service and safe delivery. Check 33.

**MARKS METAL** or a variety of other materials. Efficient, easy to use marking device. Check 34.

**AIR FREIGHT SERVICE** at its best is offered by this up-to-the minute cargo carrier. Check 35 for info.

**MOTOR FREIGHT** problems vanish when you turn your shipment over to this carrier. Interested? Check 36.

**MIDWEST TO KNOXVILLE**, Eastern Tennessee, Virginia and the Carolinas. Second morning delivery. Direct, through service. Check 37.

**DIRECT, DEPENDABLE, FAST.** Motor freight service thru Tenn., Ky., Mo., Ga., Ala., and Ohio. Check 38.

**ADDRESS SHIPMENTS THREE TIMES FASTER** with this new method. You roll on the address like rolling a rubber stamp. Check 39.

**SIXTY YEARS OF EXPERIENCE** in freight forwarding help this company give you the fastest service to both coasts. Cross-country offices. Check 40.

**SHIPPING BAGS**, both unpadded and padded. Company offers waterproofing, high tear resistance. Check 41.

**AUTOMATIC TACKERS** end snags and costly tie-ups in the shipping room caused by clumsy label tacking. 42.

**SERVICE, SPEED AND SAFER SHIPPING** are what you get with this motor carrier. Check 43.

**EFFICIENT, FAST** motor freight pickup and delivery account for the leadership of this motor freight carrier. For more details, check 44.

For Dependable  
**DIRECT SERVICE**  
CALL **HOOVER**

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**ROLL-A-STENCIL**  
TRADE MARK



- **THREE TIMES FASTER** than brushing or spraying for production stenciling of cartons and boxes.
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  - **PATENTED TWIN ROLLER DESIGN** gives neat as print stenciled impressions in one fast stroke.
  - **30 SECONDS TO INK** special self contained ink roller. One inking lasts up to 1000 stenciled impressions.
- ROLL-A-STENCIL is a proven dependable product... **WRITE FOR COMPLETE INFORMATION.**

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## What a national association of shipper-motor carrier conferences will mean to you

● How would a *National Association of Shipper-Motor Carrier Conferences* benefit the highway shipper? What would be its purposes, aims and objectives? How would such a group function?

These are questions that traffic-transportation executives will be asking with increasing frequency in the weeks ahead, as the movement to weld the nation's seven shipper-motor carrier conferences into a cohesive national organization gains momentum.

Here's what you should know about the proposed new association:

When did the current drive to form a national association get underway in earnest?

The first concrete steps to establish the national group were taken at a meeting in Chicago last September. Representatives of six of the nation's seven shipper-motor carrier conferences attended; elected a temporary board of directors; and drew up a tentative "code of regulations" for the new organization.

Have any conferences joined the association thus far?

Yes. Not long ago the Midwest Shipper-Motor Carrier Conference formally ratified the organization's "code." As a result, the conference became the first member of the projected association.

What are the purposes and goals of the association? There are eight objectives enumerated in the NASMCC "code."

1. To coordinate . . . and promote the activities of the regional conferences on a national basis.
2. To encourage the formation of regional conferences where they may be necessary . . . and to provide direct assistance as may be required.
3. To provide a forum for the exchange of ideas, either as to the most effective operation of the regional conferences, or more broadly, as to any matter of interest commonly between shippers and any form of motor carrier transportation for hire.
4. To establish a channel for suitable public relations and publicity on behalf of both national and regional conferences.
5. To permit consultative action as to pending legis-



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**FASTEST TO BOTH COASTS!**

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December, 1959

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durable  
cushioning  
absorbs  
shocks  
&  
impacts



**JIFFY PADDED SHIPPING BAGS CAN TAKE IT!** The resilient cushioning returns gently after each impact—never flattens out.

The outer liner of all standard Jiffy Bags is made of 70 lb. CLUPAK paper, the kraft with built-in stretch. Its extra toughness makes Jiffy Bags twice as strong as bags made with ordinary kraft.

Test the very best.

Write today for your free samples.

**Jiffy**  
MANUFACTURING COMPANY  
HILLSIDE NEW JERSEY

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**GOING GREAT GUNS**  
ON EVERY JOB!

## HANSEN Automatic TACKERS

The quality construction and good design built into every Hansen Tacker assures the user of long, dependable, time-saving performance. Next time you're in the market, insist on Hansen . . . the lightweight Tackers for heavy weight work.

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lation or orders before Congress and the several legislatures and administrative bodies.

6. To promote attendance on the part of responsible shipper and carrier management representatives in both national and regional meetings.

7. To engage in studies as may be required as to any national problem involving the relationship between motor carriers and shippers, including the publication of the results of such studies.

8. To debate and, if so determined, to sponsor or promote ideas, proposals, orders, or laws on a national basis in or before the appropriate bodies.

What is the structure of the new organization, as stated in its "code"?

The association will be a "federation of the various regional shipper-motor carrier conferences or councils. It will be so set up that the autonomy of each regional group will be preserved and protected."

How will officers and directors of the national association be selected?

Says the "code":

1. The national board of directors is to be composed of one shipper and one carrier representative from each regional conference.

2. The national president and vice president must be members of the board when elected.

3. The offices of national president and vice president are to be rotated between shipper and carrier representatives in such a manner that, at any one time, each such interest shall hold one office.

Who is currently serving on the NASMCC's temporary board of directors?

New England SMCC - - - C. G. Shea (H. P. Welch Co., Somerville, Mass.) and N. G. Crafts (B. F. Goodrich Co., Watertown, Mass.).

Southern SMCC - - - C. L. Denk, Jr., (Atlanta, Ga.) and W. M. Miller (Southern Motor Carriers Rate Conference, Atlanta).

Ohio SMCC - - - A. W. Todd (Lincoln Electric Co., Cleveland) and W. P. Downy (Eastern Motor Dispatch, Columbus).

Central Area SMCC - - - T. A. Boint, (National Lock Co., Rockford, Ill.) and R. A. Baensch, (Scherer Freight Lines, Chicago).

Middlewest SMCC - - - P. E. Gans (Deere & Co., Moline, Ill.) and M. E. Holt (Interstate Dispatch, Inc., Chicago).

Southwest SMCC - - - C. D. Forbes (Macklenburg Duncan Co., Oklahoma City).

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Terminal  
showing modern  
offices and  
extensive dock  
facilities.*

## OUTSIDE AND IN . . .

*Interior of dock area . . .  
Towveyor system speeds LTL handling.*



. . . this is one of the most modern freight terminals in the U.S.

It's ASSOCIATED'S new terminal at Grand Rapids where every new development in LTL freight handling is combined to provide smooth, efficient service to Michigan Shippers. Ten acres of land, a 70' x 312'

Towveyor equipped dock area, 61 docks, complete IBM bookkeeping setup, automatic electronic axle scales, 900 miles of private inter-terminal telephone lines, plus modern road equipment and a highly trained staff of transportation specialists stand ready to serve you.

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